



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Oct 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins	
1	1	Publicis	Dr. Oetker India, Huarun Painting China, Nike China, Cathay Pacific Global, Nestle US	184.2	The Home Depot Canada	180.3	161	
2	2	Leo Burnett	Hainan Airlines China, Samsung GMC Korea, VW New car brand identity (Phase 4) China, Jacobs Coffee China, Buick China	163.4	KEI Industries India Retainer	159.7	235	
3	5	J Walter Thompson	Mazda NA, United Health Group NA, Dupont-Coteva APAC, Property Finder Asia Pacific, Swisse Australia	188.6	Shell Global	141.6	473	
4	3	McCann WorldGroup	Yinji Holiday Resort China, Opel Europe, Magnet Kitchens UK, Columbia Sportswears Global, Banco do Brasil Brazil	142.4	Cathay Pacific Global	127.0	285	
5	253	Goodby Silverstein & Partners	Pepsi US, BMW US, Liberty Mutual US	107.3		107.3	8	
6	6	Ogilvy	Costa Coffee UK, Fangte - Rebranding and brand consulting China, Chelsea Football Club APAC	109.2	Babylon GP UK	103.6	321	
7	12	Isobar	Siamnuwat Thailand, Marks & Spencer (M&S) India, Colorbar India, Wired Global	79.0		79.0	420	
8	8	Saatchi & Saatchi	Atlantic US, Paradise Island US, Cathay Pacific APAC, New World China Property China	89.6	Emirates Air Hongkong	76.1	67	
9	7	Havas Worldwide	E. LECLERC France, Hain Daniel brands UK, Altria France, Rite Aid US	105.2	Liberty Mutual US	64.9	134	
10	9	VMLY&R	Amtrak US, Puma China, DuPont Electronic Materials US, Danon Oikos US, Driscoll's US	67.5	MenuLog Australia	61.4	106	
11	4	BBDO	Ford Global, O2 Germany, Bayer US, Asda UK, Dunkin' Donuts US	311.1	Pepsi US	54.8	117	
12	11	MullenLowe Group	Uber UK, Co-operative Bank UK, Pharmeasy India, Modern Bread India, ITC India	50.8	Aldeas Infantiles SOS Bolivia	49.8	30	
13	10	R/GA	British Land UK, Eurosport London, Sem Parar Brazil, FIBA World Cup China	52.6	NFL Network US Project	47.6	45	
14	13	Wieden & Kennedy	Tinder US, Bud Light (Social) US, Converse Global	39.0		39.0	8	
15	15	TBWA	Dissan Group Canada, McCafé US, Together UK, Du Middle East, Bluebird Bio US	45.6	Oroton Australia	35.9	37	
16	14	FCB	Gomes de Costa Brasil, The Home Depot Canada, Cruzeiro do Sul Educacional Brasil, Kimberly Clark Global	36.9	Volkswagen New Zealand	35.0	40	
17	16	Dentsu	Mazhavi Manorama India, Geojit Financial Services India, Subway Singapore, Land Transport Authority Singapore	29.8	HP Japan Project	28.5	141	
18	19	Digitas	Mercedes-Benz China Project, Nutrilite US, Huawei China China Project, Clinique China Project	20.8		20.8	57	
19	18	GSD&M	Pizza Hut US, Jack Link's US, Harry's shave care US	24.3	John Deere US	19.5	3	
20	21	MXM	Amgen US Project, Abbott Labs US Project	19.0		19.0	14	
						Jan - Oct 2018:	1,579.5	3,487
						Jan - Oct 2017:	1,514.4	4,186
						YoY Comparison:	4.3%	-16.7%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Oct 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins	
1	1	MediaCom	Coca-Cola UK & Ireland, Lloyds Banking Group UK, Amtrak US, Hilton Hotels & Resorts Global, Sony US, Mars Global	233.1	GSK Asia Pacific	188.0	158	
2	6	OMD	Daimler Global, Department for Work and Pensions UK, McDonald's China, Flight Centre Canada, Kayak Hong Kong	165.2	McDonald's Taiwan	133.2	268	
3	3	Initiative	Aida Crusies Germany, Liverpool Victoria UK, UPS US, TEVA Germany, Officeworks Australia	86.2	Pandora Italy	78.7	112	
4	4	Hearts & Science	WarnerMedia group US, P&G Fabric Care N.America, Amgen US	83.8	Alzheimers Research UK	68.6	8	
5	2	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	73.0	Suncorp Australia	67.5	3	
6	5	Havas Media	Puma Global, Carrefour Europe, Pizza Papa Johns US, China Telecom China, Telefónica UK	89.0	LVMH NA	65.3	164	
7	7	Dentsu Aegis Network	The Co-operative Group UK, Intel Global, United Airlines Global, LVMH NA, Heineken	50.5		50.5	40	
8	8	Spark Foundry	Saputo (Murray Goulburn) Australia, General Beverage Thailand, Mondelez MENA & APAC, Lenovo Global, Macys US	69.8	Bloomin' Brands US	44.9	19	
9	11	PHD	Daimler Belgium, Purplebricks Canada, TaylorMade Canada, Unilever South Africa, Hong Kong	75.2	GlaxoSmithKline Global	38.6	256	
10	9	Blue 449	T-Mobile US, PZ Cussons ANZ, Spark Networks Australia	42.7	Puma Global	35.7	8	
11	12	dentsu X	Drivezy India, LVMH US, AESIO France, Dairy Queen Canada, Coolwinks.com India	45.7	General Mills Taiwan	29.9	142	
12	13	Universal McCann	Village House Japan, Blue AVIVA Hong Kong, Nestlé Australia	33.9	General Mills China	24.1	55	
13	14	Zenith	Ralph Lauren APAC, GSK Asia Pacific, Nestle SE Asia, Coty APAC, HDFC Life India	28.4	Fnac Portugal	23.4	41	
14	15	MullenLowe MediaHub	Dropbox US, The Co-operative Bank UK, Prospa ANZ, Bloomin' Brands US, Dropbox Global Global	22.2	MCT Berhad Malaysia	21.9	35	
15	10	Omnicom Media Group	US Army, Tata Motors Passenger Vehicles	20.5		20.5	2	
16	16	Essence	T-Mobile US, Tigerair Australia, T-Mobile US Digital Media	20.2		19.7	2	
17	17	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2	
18	18	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	19.5	DR.OETKER Russia	13.4	5	
19	22	Wavemaker	Chando China, JALA China Planning AOR, Tempo Scan Group Indonesia, Royal National Lifeboat Institution(RNLI) Global, SAIC/Roewe China	85.1	General Mills MENA	12.9	145	
20	19	WPP(Team Energy)	BP Global	10.0		10.0	1	
						Jan - Oct 2018:	979.2	2,090
						Jan - Oct 2017:	759.7	2,127
						YoY Comparison:	28.9%	-1.7%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.