

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Sep 2017

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	McCann WorldGroup	The US Army US, TJX's HomeGoods US, Bombardier Canada, Vauxhall Motors(CRM) US	173.3	Office Depot US	162.3	340
2	2	Ogilvy	British Airways(Loyalty) US, Mondelez Cadbury UK & Australia, Fanta Asean Project	121.3	American Express US	96.0	307
3	3	J Walter Thompson	Le Monde France, Church's Chicken US, Qatar Financial Centre Global, Tunisie Telecom Europe	107.1	First Direct UK	91.3	453
4	4	BBDO	Macy's US, Alpura Mexico, ZTE US, Frito-Lay(Lay's) US	93.3	Belvedere vodka US	82.5	18
5	5	Isobar	Lafayette 148 US (Digital), Titan Company (Digital) Global, Canon Thailand	75.9	Innisfree Malaysia	75.8	285
6	6	DDB	Sol Beer US, ConAgra US, Miller Lite US, Center Parcs Europe, Energy California US	85.0	Electrolux Global	63.0	233
7	7	Anomaly	The Hershey Company US, Carnival Cruises US, Electrolux Global, Coca-Cola Minute Maid US	57.0	Diesel Global	53.5	11
8	8	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
9	10	GS&P	PepsiCo US, NFL Network US Project, Gradifi US Project	54.0	Cisco US	41.1	3
10	9	Droga5	Peroni Nastro Azzurro UK, Mattress Firm US, Tencent Gaming US	46.0	Air Wick, Clearasil Global	41.0	12
11	12	Leo Burnett	McDelivery Global, McDonald's UK, BMW Singapore, Serta Mattresses US	54.2	Coty (Max Factor) Global	40.5	179
12	15	MullenLowe Group	Whole Foods Market US, Nuveen US, Eurosport Europe, E*Trade US	42.9	Cash Converters Australia	36.6	65
13	11	Grey Group	Revlon US, Tuborg Beer Global	63.6	3M Consumer Brands US	35.5	9
14	13	CP+B	The Hershey Company US, Domino's US,	33.5	Infiniti Global	30.5	4
15	14	Publicis	Diesel Global, Winter Olympics 2018 UK&US, FNAC Darty Europe	31.4	MT Educare India	29.4	154
16	17	Dentsu	Abbott Malaysia, Panasonic India Project, Vieda India	25.6		25.6	160
17	16	R/GA	Samsung US Social Media, Coty(Clairol and Wella) US, Johnnie Walker Global	30.5	E*Trade US	23.5	10
18	18	FCB	Shionogi US, Holland & Barrett UK, Aclaris US, Nestlé Grego Germany, Huawei UK Project	26.8	Lime-a-Rita US	20.5	50
19	22	Saatchi & Saatchi	Asics Global, Nestle ProPlan Australia Project, Border Security Australia Project	25.2	Aosimth China	18.3	65
20	19	Wunderman	BT UK (Digital), Telkom South Africa, Samsung CRM Europe	16.5	Electronic Client Singapore	16.3	6
						1,309.8	3,288



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	AB InBev LatAm(6+ Markets), Sunny D US, MetLife US, Govt of Victoria Australia	239.2	AB InBev US	175.0	202
2	11	Vizeum	AB InBev NA,Europe,Africa, Bunnpris Norway, Open Text Canada	86.9	Pernod Ricard Australia	81.2	144
3	2	Mindshare	IBM US&APAC, Greenpeace Germany, Treasury Wine Estates Australia	120.2	Ubisoft US	75.4	168
4	6	Starcom	Lionsgate US, AB InBev CN,KR,JP, AB InBev Colombia, Peru and Ecuador	96.8	Coca-Cola France	74.1	39
5	3	Havas Media	Sanofi US, Bristol-Myers Squibb Global, National Football League US	75.6	Polski Bank Komorek Poland	70.1	154
6	8	Carat	Coca-Cola France, Danske Bank Nordics, CNAMTS France	74.0	Staples US	45.0	242
7-	5	MullenLowe MediaHub	Staples US, Nuveen US, Eurosport Europe	30.6	MOO US	30.3	8
7-	4	Horizon Media	Sprint US	35.0	Jack in the Box US	30.3	1
9	7	dentsu X	Progress Russia, Booking.com Singapore, Honda Motorcycle Thailand	34.4	UCB, Inc.- Zyrtec Russia	29.0	148
10	9	PHD	AB InBev AU, VN,IN, Rabobank Germany, Blingnie Gorki Russia	38.6	Elizabeth Arden US	21.4	161
11-	10	Publicis(Connect)	MillerCoors US	20.0		20.0	1
11-	13	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US	27.2	Office Depot US	20.0	78
13	12	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
14	14	GroupM	British Airways Global, LVMH APAC	13.0	L'Oreal Vietnam Digital and Search	11.7	2
15	15	Blue 449	Royal Caribbean Cruises Australia, Reliant Energy (NRG) US, Tempur Sealy US	13.2	Ladbrokes Coral UK	10.7	21
16	-	KWG	Sanofi(Buying)	7.5		7.5	1
17	35	Hearts & Science	Intuit US, Barclays US	6.4		6.4	4
18	16	M/SIX	John Hancock US, Virgin Money UK, Argos UK	10.3	Sainsbury's	6.3	4
19	17	GIMC	FAW Group China	5.0		5.0	1
20	18	Dentsu Aegis	Heineken brands TBC Global	5.0	Rostelecom Russia	4.5	1
						665.7	1,956

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.