



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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	Huarun Painting China, Nike China, Cathay Pacific Global, Nestle US	183.9	The Home Depot Canada	180.0	160	
2	2	Leo Burnett	Jacobs Coffee China, Buick China, Anchor Electricals India, Samsung Electronics visual display Global	161.3	KEI Industries India Retainer	157.6	225	
3	5	McCann WorldGroup	Opel Europe, Magnet Kitchens UK, Columbia Sportswears Global, Banco do Brasil Brazil	139.8	Cathay Pacific Global	124.6	259	
4	272	BBDO	Ford Global, O2 Germany, Bayer US, Asda UK, Dunkin' Donuts US	311.1	Daimler	104.8	117	
5	3	J Walter Thompson	Property Finder Asia Pacific, Swisse Australia, Multiplus LATAM, Ministry of Community & Information APAC	151.4	Shell Global	104.4	392	
6	4	Ogilvy	Chelsea Football Club APAC Singapore, KEI Industries India Retainer, Rolls-Royce UK, ITC - Wills	105.2	Modelo, Corona Light US	99.8	297	
7	6	Havas Worldwide	E. LECLERC France, Hain Daniel brands UK, Altria France, Rite Aid US	105.2	Rolls-Royce UK	84.9	134	
8	7	Saatchi & Saatchi	Paradise Island US, Cathay Pacific APAC, New World China Property China	86.3	Asda UK	72.9	58	
9	11\17	VMLY&R	Amtrak US, Puma China, DuPont Electronic Materials US, Danon Oikos US, Driscoll's US	67.5	Menulog Australia	61.4	106	
10	8	R/GA	British Land UK, Eurosport London, Sem Parar Brazil, FIBA World Cup China	52.6		52.6	45	
11	9	MullenLowe Group	Co-operative Bank UK, Pharmeasy India, Modern Bread India, ITC India	50.4	Aldeas Infantiles SOS Bolivia	49.4	29	
12	12	Isobar	Siamnuwat Thailand, Marks & Spencer (M&S) India, Colorbar India, Wired Global	48.7		48.7	235	
13	10	Wieden & Kennedy	Tinder US, Bud Light (Social) US, Converse Global	39.0		39.0	8	
14	13	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	
15	14	TBWA	McCafé US, Together UK, Du Middle East, Bluebird Bio US	42.6	Oroton Australia	33.2	35	
16	15	Dentsu	Mazhavil Manorama India, Geojit Financial Services India, Subway Singapore, Land Transport Authority	29.8	HP Japan Project	28.5	141	
17	18	GS&P	BMW US, Ram Trucks US	21.0		21.0	2	
18	19	GSD&M	Pizza Hut US, Jack Link's US, Harry's shave care US	24.3	John Deere US	19.5	3	
19	21	Digitas	Huawei China China Project, Clinique China Project, Senoko Singapore Project	17.6		17.6	52	
20	20	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, The Magic Brand US	17.5		17.5	5	
						Jan - Sep 2018:	1,615.9	3,050
						Jan - Sep 2017:	1,309.8	3,288
						YoY Comparison:	23.4%	-7.2%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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	Amtrak US, Hilton Hotels & Resorts Global, Sony US, Mars Global	227.4	GSK Asia Pacific	182.3	156	
2	3	Initiative	Officeworks Australia, AIDA Cruises Germany, LV= UK, Canada Goose Global	78.7	Pandora Italy	71.2	97	
3	4	Hearts & Science	WarnerMedia group US, P&G Fabric Care N.America, Amgen US	83.8	Alzeihmers Research UK	68.6	8	
4	5	Havas Media	Carrefour Europe, Pizza Papa Johns US, China Telecom China, Telefonica UK	84.0	LVMH NA	60.3	163	
5	6	OMD	Department for Work and Pensions UK, McDonald's China, Flight Centre Canada, Kayak Hong Kong	90.8	Intel Global	59.5	231	
6	2	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	59.0	JALA	55.5	3	
7	7	Dentsu Aegis Network	Intel Global, United Airlines Global, LVMH NA, Heineken, Vrumona Netherlands	47.3		47.3	39	
8	8	Spark Foundry	Mondelez MENA & APAC, Lenovo Global, Macy's US	69.1	Bloomin' Brands US	44.3	17	
9	9	Blue 449	T-Mobile US, PZ Cussons ANZ, Spark Networks Australia	42.7	Sony Pictures TV UK	40.9	8	
10	11	PHD	Unilever South Africa, Hong Kong Jockey Club Hong Kong, VF Corporation EMEA, MegaMex USA	72.4	GlaxoSmithKline Global	40.7	241	
11	10	Omnicom Media Group	Daimler Global, Tata Motors Passenger Vehicles	40.5		40.5	2	
12	12	dentsu X	LVMH US, AESIO France, Dairy Queen Canada, Coolwinks.com India	45.6	Honda Vietnam Project	30.4	141	
13	13	Universal McCann	Village House Japan, Blue AVIVA Hong Kong, Nestlé Australia	33.9	Cathay Global	24.4	55	
14	14	Zenith	GSK Asia Pacific, Nestle SE Asia, Coty APAC, HDFC Life India, Nestle Skin Health India	27.7	Amway China	23.6	36	
15	15	MullenLowe MediaHub	Bloomin' Brands US, Dropbox Global Global, Athena Healthcare US, Century 21 US	20.3	7-Eleven Philippines	20.1	30	
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	19	WPP(Team Energy)	BP Global	10.0		10.0	1	
20	20	Vizeum	EGAT - project Thailand, Dentiste Thailand Project, Bertram Chemical (1982) Ltd. Thailand project, WWF UK	14.3	Pernod Ricard South Africa	9.7	101	
						Jan - Sep 2018:	876.8	1,956
						Jan - Sep 2017:	665.7	1,956
						YoY Comparison:	31.7%	0.0%

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.