



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Apr 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	Saatchi & Saatchi	P&G Fabric Care N. America	30.0		30.0	1	
2	2	Grey Group	Bose Global, P&G Fabric Care N. America, Bulldog Gin Global	27.7		27.7	3	
3	3	GS&P	BMW US, Ram Trucks US Project	21.0		21.0	2	
4	4	Havas Worldwide	Societe Generale Global, Lamps Plus US, Edible Arrangements US Project	19.6		19.6	6	
5	5	Publicis Groupe	Campbell Soup Global	18.0		18.0	1	
6=	6	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, Lidl US Project, The Magic Brand US	17.5		17.5	5	
6=	7	R/GA	Major League Soccer US, Shopify US, Vail Resorts US	17.5		17.5	16	
8	16=	Y&R	Office Depot Global, Optimum cable US	16.0		16.0	2	
9	8	Wieden & Kennedy	Bud Light (Social) US, Converse Global	13.0		13.0	3	
10	9	J Walter Thompson	ASUS Global	13.2	Edgewell Global	10.2	12	
11=	10=	Conill	Lowe's US	10.0		10.0	1	
11=	10=	EP & Co	Lowe's US	10.0		10.0	1	
11=	10=	Via Agency	Lowe's US	10.0		10.0	1	
14	-	Accenture	BMW Group US (Digital Content), Radisson Hotels Global (Digital)	9.0		9.0	2	
15	15	Richards Group	Dish Network US, Advance Auto Parts US	8.0		8.0	2	
16	-	WPP(Team Energy)	BP Global	7.5		7.5	1	
17=	13	Wolfgang	Halo Top Ice Cream US	7.0		7.0	2	
17=	16=	MXM	Carlsberg Beer US Project, Reynolds US Project, Allergan - Social US	7.0		7.0	8	
17=	16=	Eleven	Quicken US, LadderLife US, Gallo US Project	7.0		7.0	4	
20	14	McCann WorldGroup	San Francisco Giants US, Vichy Cosmetics Global, Dorchester Collection Global	10.5	ALDI US	5.4	14	
						Apr 2018	244.9	173
						Apr 2017	125.5	156
						YoY Comparison:	95.1%	10.9%



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Apr 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	2	Spark Foundry	Marriott Global, Mondelez N. America, Telemundo US	32.9	TriHonda dealers US	28.2	3	
2	1	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	P&G Hair Care N. America	28.0	2	
3	3	Initiative	Amazon Studios US, Liberty Mutual US, Entertainment Studios US, CB2 US	20.5		20.5	5	
4	30	Carat	Microsoft Global, P&G Hair Care N. America,	53.6	UK Government	17.1	3	
5	8	PHD	HSBC Global, Harry's US, Newell US, Rover US, BRP US, Square US	11.7		11.7	9	
6	5	Publicis Groupe	Campbell Soup Global	9.0		9.0	1	
7	6	MediaCom	Office Depot Global, Bose Global, Sargento US, Pella Corp US	9.2	BRP US	8.1	4	
8	7	MullenLowe MediaHub	Wyndham hotels N. America, Pearson Education US, Global Road US, AkzoNobel US B2B	8.0		8.0	4	
9	4	Horizon Media	TriHonda dealers US, UnitedHealth Group US, SharkNinja US	14.0	Optimum cable US	7.9	3	
10	9	Havas Media	Sono Bello US, Bob's Furniture US, Yuengling US, ADP US, Orbitz US	5.4		5.4	5	
11	-	WPP(Team Energy)	BP Global	5.0		5.0	1	
12=	10=	VaynerMedia	Mondelez N. America	2.5		2.5	1	
12=	10=	The7stars	ABF grocery products US	2.5		2.5	1	
12=	-	360i	Advance Auto Parts US, Plated US	2.5		2.5	2	
12=	-	Virtueworldwide	Musical.ly US	2.5		2.5	1	
16=	12	Starcom	Red Bull US	1.5		1.5	1	
16=	-	Trilia Media	Frontier Comms US	1.5		1.5	1	
18=	13=	Merkley & Partners	Bic US, Land O' Frost US	1.0		1.0	2	
18=	13=	Universal Media	Giant Food US, Stop & Shop US,	1.0		1.0	2	
20	18=	Crossmedia	Mini USA, The Capital Group/American Funds US	2.3	Advance Auto Parts US	0.8	2	
						Apr 2018	141.4	73
						Apr 2017	42.3	55
						YoY Comparison:	234.1%	32.7%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.