

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Dec 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	Chivas Regal Global, Ulta Beauty US, National Geographic US Brand Marketing , Flybe US	114.3	Office Depot US	108.0	12
2	2	BBD0	Honeybaked Ham US, Kohl's US, EA Madden US, Turner Broadcasting US	92.4	Belvedere vodka US	85.9	13
3	3	GS&P	Liberty Mutual US, PepsiCo US, NFL Network US Project, Gradifi US Project	87.7	California Milk PEP US	70.3	4
4	4	Droga5	Asahi beer US & UK, IHOP Restaurants US, Mattress Firm US, Tencent Gaming US, Dos Equis US	60.1	Radox Global	52.1	9
5	5=	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
6	5=	Dentsu Aegis Network	Subway North America	50.0		50.0	1
7	7	Anomaly	Halo Top US, Ikea Project, The Hershey Company, Carnival Cruises, Sally Hansen, Coca-Cola Minute Maid US	49.2	Diesel Global	48.3	10
8	8	CP+B	The Hershey Company US, Domino's US	33.5	NBA 2K US	30.5	4
9	9	DDB	Radox Global, Sol Beer US, Miller Lite US, Percil ProClean US, EA Sports Global	33.6	Electrolux Global	24.1	11
10	20	Isobar	Lafayette 148 US Digital	21.6		21.6	26
11	10	72andSunny	Uber Global, Infiniti Global, eBay US, Hello Products US, Allstate US	25.9	Target US	20.9	5
12	11	Doner	Polly Pocket (Mattel) US Project, E! Entertainment US Project	24.8	Serta Mattresses US	17.5	16
13	12	Laundry Service	Lincoln US Social Media, Papa John's US, BMW US Social Media	17.0		17.0	3
14	-	Badger & Winters	JC Penney	15.0		15.0	1
15=	15=	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
15=	15=	Heat	John Hancock US, LG G6 US	13.0		13.0	3
17	17	OKRP	Chili's Grill & Bar	12.9		12.9	1
18	18	Leo Burnett	Kellogg's US	20.1	Fifth Third Bancorp US	11.6	3
19	19	Deutsch	Atom Tickets US, Oneida Tableware US, Booking.com US, 7-Eleven US, Tile US	13.5	PWC US Digital Project	11.0	6
20	22	The Martin Agency	Lidl Grocery US, Virginia Department of Tourism US,	10.5		10.5	7
						672.8	694



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Dec 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	4	MediaCom	Hotels.com US, Uber US, Akzo Nobel paints Global, Pella US	104.3	Subway US	54.0	15
2	1	Vizeum	AB InBev US, CarMax US Project, Bisk Education US	52.2	Uniqlo US	49.8	3
3	2	Havas Media	Mylan Global, Perfetti Van Melle US, Hotshot US	45.7	AXA Equitable US	43.9	20
4	3	MullenLowe MediaHub	MTV US, Ulta Beauty US, Staples US, Nuveen US, Talbots US Project	40.1	MOO US	39.8	9
5	5	Starcom	Lionsgate US, Lowe's US, Vans (VF Corp) US Media Buying	41.9	Lego US	33.4	4
6	6	Horizon Media	Sprint US	35.0	Jack in the Box US	30.3	1
7	7	Crossmedia	BMW Group US Digital, HomeAway.com US	26.5	Wholefoods Market US	22.8	6
8	8	Publicis(Connect)	MillerCoors US	20.0		20.0	1
9	9	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.8		14.8	4
10	21	Dentsu Aegis Network	Jaguar Land Rover Global, Heineken brands TBC Global	9.5		9.5	2
11	11	KWG	Sanofi (Buying) US	7.5		7.5	1
12	12	Hearts & Science	Intuit US, Barclays US,	5.8		5.8	2
13	13	M/SIX	John Hancock US	5.0		5.0	1
14	14	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US	8.1	Mylan Global	4.1	7
15	15	DigitasLBI	Mattel US, Lyft US Digital Media	4.0		4.0	2
16	16	Zimmerman Advertising	Office Depot US, Krystal US	3.0	Party City US	2.8	1
17	17	Assembly	Krystal US, WordPress US, Orbitz US, Belkin US, Red Robin US	2.8	Vans (VF Corp) US Media Buying	2.6	5
18=	18=	VaynerMedia	Bud Light US	2.5		2.5	1
18=	18=	Baldwin&	Long John Silver's (Planning)	2.5		2.5	1
20	20	DWA Media	Cisco Systems(Buying)	2.1		2.1	1
						242.9	190

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.