

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Dec 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	Goodby Silverstein & Partners	Bubly US Project, Pepsi US, BMW US, Liberty Mutual US	109.3		109.3	9
2	2	Leo Burnett	Wingstop Inc. US, Samsung Electronics visual display Global	56.4	Philadelphia Crm Cheese	54.4	4
3	3	R/GA	Home Depot Décor US, Georgia-Pacific Quilted Northern US, Academy of Motion Pictures US, Ally Financial US Digital	58.7	Bubly US Project	51.7	45
4	4	Saatchi & Saatchi	Atlantis US, Paradise Island US, P&G Fabric Care N. America	49.0		49.0	4
5	34	Isobar	Sports brand, food brand, cosmetic brand	40.2		40.2	96
6	7	VMLY&R	Nature's Bounty US, Kroger-Retail US, AAFP US, The Nature's Bounty Co. US, Thrivent Mutual Funds US	39.0	Russell Stover US	38.2	24
7	5	Wieden & Kennedy	Tinder US, Ford US PROJECT, Plusbelle LATAM, Amart furniture Australia, Miss America US	34.0		34.0	5
8	40	Digitas	Whole Foods US Project - Experience Design , Audible US Project - Content Creation, Amway Corporation US Project - Global Repositioning, CVS Health US Content	30.5		30.5	8
9	6	McCann WorldGroup	Shoe Carnival US, Columbia SportswearS Global, Honeywell Global, Corning US	41.5	Choice Hotels US	30.1	23
10	21	David&Goliath	Chicken of the Sea, California Lottery	30.0		30.0	2
11	13	TBWA	Robinhood US, Pfizer Centrum US, Supercuts US, McCafé US, Bluebird Bio US	23.5	Vichy Cosmetics Global	22.5	10
12	8	MXM	United Healthcare US, Vraylar US, Amgen US Project, Abbott Labs US Project	20.0		20.0	16
13	9	MullenLowe Group	Edgewell Global, Cabify Global, Bahlsen Global	19.6		19.6	3
14	10	GSD&M	Pizza Hut US, Jack Link's US, Harry's shave care US	24.3	John Deere	19.5	3
15=	12	The Martin Agency	Buffalo Wild Wings US, Wizards of the Coast US, Kohl's US, Sling TV	18.0		18.0	6
15=	24	Publicis	Swarovski Global	19.0		18.0	5
17	14	FCB	Unibet US, QED Therapeutics (Oncology) US, LEO Pharmaceuticals (Dermatology) US, Anquestive	17.7		17.7	14
18	15	Eleven	Getaround US, Fidelity US, Electrify America US, Kabbage US, Peak6 US, Shipt US	17.4		17.4	15
19	41	The&Partnership	Coty -Wella Professionals, Avon, Carlsberg Group	15.5		15.5	4
20	16=	EP & Co	Lowe's US, John Deere US	14.3		14.3	2
Jan-Dec 2018:						742.8	690
Jan-Dec 2017:						672.8	694
YoY Comparison:						10.4%	-0.6%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Dec 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	Hearts & Science	WarnerMedia group US, P&G Fabric Care N.America, Amgen US	83.0	P&G Hair Care N. America	68.0	7
2	2	MediaCom	Amtrak US, Hilton Hotels & Resorts Global, Sony US, Mars Global	73.9	Toms Shoes US	55.7	17
3	3	Starcom	Fiat Chrysler US, Red Bull US, Campbell Soup Global	58.0	Empresas Caparra Puerto Rico	45.9	3
4	4	Blue 449	T-Mobile US, Dunkin' Donuts US	40.0	Puma Global	37.5	2
5	6	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	35.6		35.6	3
6	5	Initiative	UPS US, KPMG US, Revlon Global, Amazon Studios US, Liberty Mutual US	38.8	Burlington Stores US	29.0	9
7	7	OMD	Toms Shoes US, Expensify US Project, Visit Britain US, Daimler Global	39.1	Century 21 US	24.8	18
8	8	Dentsu Aegis Network	Intel Global, United Airlines Global, LVMH NA	24.8		24.8	3
9	10	MullenLowe MediaHub	Dropbox US, Bloomin' Brands US, Dropbox Global, Scope US, Athena Healthcare US	22.0		22.0	15
10	9	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America, Telemundo US	45.9	Bloomin' Brands US	21.4	5
11	11	Essence	T-Mobile US	20.0		20.0	2
12	12	dentsu X	LVMH NA, Dairy Queen Canada	18.9		18.9	3
13	13	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2
14	15	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	20.5	Buffalo Wild Wings US	10.4	6
15	17	Havas Media	Lactalis Global, Iovate Health Science US, Gameloft US, Puma	23.2	LVMH	9.5	20
16	21	Vizeum	CarMax, Advance Auto Parts	8.8		8.8	2
17	18	Crossmedia	iHealth US, Art Van Furniture US, Main Line Health US, Mini USA	11.3	Advance Auto Parts US	8.3	7
18	31	Zenith	Arby's, Mailchimp	7.4	Crown Media Family Networks	6.9	2
19		Canvas Worldwide	Heineken, Breville	6.8		6.8	2
20	14	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	6.8	2
Jan-Dec 2018:						362.3	213
Jan-Dec 2017:						242.9	190
YoY Comparison:						49.2%	12.1%

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.