



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Feb 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	20	The Martin Agency	Kohl's US, Sling TV US	15.0		15.0	2
2	302	Havas Worldwide	Carl's Jr, Hardee's US, Societe Generale Global integrated, Lamps Plus US	9.5		9.5	3
3	29	R/GA	Bubly US, Lego US US, Carnival Cruises US	8.5		8.5	8
4	68	Grey Group	Bose Global	7.0		7.0	1
5	2	BBD0	ALDI US	5.1		5.1	1
6	36	Richards Group	Dish Network US	5.0		5.0	1
7	-	Wolfgang	Halo Top Ice Cream US	5.0		5.0	1
8	-	Merkley+Partners	White Castle US	3.0		3.0	1
9-	124	TBD	Nokia Health US	2.0		2.0	1
9-	294	DigitasLBI	CVS Health US Content	2.0		2.0	1
9-	-	Blue Flame	The Gap US	2.0		2.0	1
9-	22	MXM	Car Client US	2.0		2.0	2
13	-	Wunderman	Bose Global Digital	1.4		1.4	1
14-	3	GS&P	Ram Trucks US Project	1.0		1.0	1
14-	13	Laundry Service	Celestial Seasonings US Digital	1.0		1.0	1
14-	24	Eleven	Quicken US	1.0		1.0	1
14-	-	The Community	Domino's US	1.0		1.0	1
14-	-	ReKTGlobal	State Farm US	1.0		1.0	1
19	-	Hogarth	Bose Global Marketing	0.7		0.7	1
20	19	Deutsch	Color Genomics US	0.5		0.5	1

Feb 2018	93.7	85
Feb 2017	100.9	82
YoY Comparison:	-7.1%	3.7%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Feb 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	5	Spark Foundry	Marriott Global, Mondelez N. America, Telemundo US	32.9	DanoneWave US	30.4	3	
2	19	Horizon Media	UnitedHealth Group US	11.5	Telemundo US	10.9	1	
3	-	Publicis Groupe	Campbell Soup Global	9.0		9.0	1	
4	1	MullenLowe MediaHub	Wyndham hotels N. America, Pearson Education US, Global Road US, AkzoNobel US, B2B	8.0		8.0	4	
5	2	MediaCom	Office Depot Global, Bose Global, Sargento US, Pella Corp US	6.7		6.7	4	
6	8=	PHD	Harry's US, Newell US, Rover US	5.8		5.8	3	
7	8=	Havas Media	Sono Bello US, Bob 's Furniture US, Yuengling US	3.4		3.4	3	
8=	28	VaynerMedia	Mondelez N. America	2.5		2.5	1	
8=	-	The7stars	ABF grocery products US	2.5		2.5	1	
10=	3=	Merkley & Partners	Bic US, Land O' Frost US	1.0		1.0	2	
10=	3=	Universal Media	Giant Food US, Stop & Shop US,	1.0		1.0	2	
12=	6=	Assembly	Food Lion US	0.5		0.5	1	
12=	6=	R&R Partners	Gogo US	0.5		0.5	1	
12=	-	Generator Media + Analytics	TheStreet.com US	0.5		0.5	1	
15=	8=	Brainlabs	Formula 1 Global Digital	0.3		0.3	1	
15=	-	SapientRazorfish	Marriott Global	0.3		0.3	1	
15=	8=	Crossmedia	The Capital Group/American Funds US	0.3		0.3	1	
15=	8=	Barker	WaffleWaffle US	0.3		0.3	1	
15=	8=	R2C Group	LendingTree US	0.3		0.3	1	
15=	8=	OMD	Lilly NGCE US Project	0.3		0.3	1	
						Feb 2018	41.7	44
						Feb 2017	18.8	27
						YoY Comparison:	121.7%	63.0%

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.