



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Feb 2019

| 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 | Johannes Leonardo | Volkswagen US | 20.0 | | 20.0 | 1 | |
| 2 | 2 | Deutsch | Reebok Global | 6.4 | Target US | 5.9 | 1 | |
| 3 | 3 | TBWA | Refinitiv Global, Gatorade Global, Singapore Airlines Global | 5.5 | | 5.5 | 3 | |
| 4 | - | MediaMonks | Avon Global digital content creation | 4.0 | | 4.0 | 1 | |
| 5 | 4 | VMLY&R | Nature Bounty US, Yanbal Latam, Spain, US, Sundown Naturals US | 3.6 | | 3.6 | 9 | |
| 6- | 5 | BBD0 | MillerCoors (Cape Line, Redd's Apple Ale) US AOR , Avocado's from Mexico US AOR , Ocean Spray US AOR | 3.0 | | 3.0 | 3 | |
| 6- | 6 | Havas Worldwide | Dickies US Project, Grub Hub US | 3.0 | | 3.0 | 2 | |
| 6- | 7= | R/GA | Siemens Global, Brixton Finishing School US, the School of Communication Arts US | 3.0 | | 3.0 | 3 | |
| 9- | 7= | Swift | Blue Apron US | 2.0 | | 2.0 | 1 | |
| 9- | 617 | Crispin Porter Bogusky | Columbia Sportswear | 2.0 | | 2.0 | 1 | |
| 9- | - | Huge | Realtor.com | 2.0 | | 2.0 | 1 | |
| 9- | - | Optimist Inc. | Uber Eats | 2.0 | | 2.0 | 1 | |
| 13 | 10 | Droga5 | Glenmorangie Global, GoCompare US | 1.6 | | 1.6 | 2 | |
| 14- | 9 | Eleven | JetSuiteX airlines US, Stockwell US, Electrify America US | 1.5 | | 1.5 | 3 | |
| 14- | 123 | Barkley | Winnebago US | 1.5 | | 1.5 | 2 | |
| 14- | 145 | WPP | Distell US | 1.5 | | 1.5 | 2 | |
| 14- | - | OH Partners | Armored AutoGroup Sales US, STP US, Armor All US | 1.5 | | 1.5 | 3 | |
| 14- | - | Young & Laramore | The Danes NYC US, Hotel Tango US, Paddletek US | 1.5 | | 1.5 | 3 | |
| 19- | - | Mechanica | Kodiak US | 1.0 | | 1.0 | 2 | |
| 19- | 13 | Ogilvy | Los Cabos Tourism Board US | 1.0 | | 1.0 | 2 | |
| | | | | | | 2019(Jan-Feb) | 64.8 | 91 |
| | | | | | | 2018(Jan-Feb) | 93.7 | 85 |
| | | | | | | YoY Comparison: | -30.9% | 7.1% |



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Feb 2019

| 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 | Horizon Media | Peloton US, Petco US, National Geographic US | 33.2 | | 33.2 | 21 | |
| 2 | 2 | Initiative | Nintendo US, Keurig Dr Pepper US | 5.0 | | 5.0 | 2 | |
| 3 | 3 | MullenLowe MediaHub | Sennheiser Global, At Home based in Plano US | 3.3 | | 3.3 | 2 | |
| 4- | 5 | OMD | Snap Inc. Global, Tom's Shoes US Project | 2.9 | | 2.9 | 3 | |
| 4- | 6 | Havas Media | Stop & Shop US, Global Citizen Global, Therapeuticsmd US, The Open University Global | 2.9 | | 2.9 | 4 | |
| 6- | 4 | Empower | PetSmart US | 2.5 | | 2.5 | 1 | |
| 6- | 97 | Universal McCann | Energizer Holdings US | 2.5 | | 2.5 | 1 | |
| 8- | 7 | BSSP | Columbia Sportswear US | 1.0 | | 1.0 | 1 | |
| 8- | 12 | Hearts & Science | Hallmark Cards US | 1.0 | | 1.0 | 1 | |
| 10- | 10 | PHD | Waze US, Singapore Airlines Global | 0.3 | | 0.3 | 2 | |
| 10- | 8 | MediaCom | Signet Jewelers of Zales fame US | 0.3 | | 0.3 | 1 | |
| 10- | 9 | The Tombras Group | Great Clips US | 0.3 | | 0.3 | 1 | |
| 13 | 11 | Vice Media | Teads Global | 0.2 | | 0.2 | 1 | |
| 14 | - | Starcom | | 0.0 | Hallmark Cards | -1.0 | 0 | |
| | | | | | | 2019(Jan-Feb) | 54.2 | 42 |
| | | | | | | 2018(Jan-Feb) | 41.7 | 44 |
| | | | | | | YoY Comparison: | 29.8% | -4.5% |

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.