



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jan 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	BBDO	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

Jan 2018:	56.4	46
Jan 2017:	61.5	47
YoY Comparison:	-8.3%	-2.1%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jan 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	4	MullenLowe MediaHub	Pearson Education US, Global Road US, AkzoNobel US B2B	4.0		4.0	3	
2	1	MediaCom	Bose Global, Sargento US,	3.5		3.5	2	
3-	-	Merkley & Partners	Bic US, Land O' Frost US	1.0		1.0	2	
3-	-	Universal Media	Giant Food US, Stop & Shop US,	1.0		1.0	2	
5	82	Spark Foundry	Telemundo US	0.6		0.6	1	
6-	17	Assembly	Food Lion US	0.5		0.5	1	
6-	-	R&R Partners	Gogo US	0.5		0.5	1	
8-	21	PHD	Harry's US	0.3		0.3	1	
8-	-	Brainlabs	Formula 1 Global Digital	0.3		0.3	1	
8-	3	Havas Media	Sono Bello US	0.3		0.3	1	
8-	7	Crossmedia	The Capital Group/American Funds US	0.3		0.3	1	
8-	44	Barker	WaffleWaffle US	0.3		0.3	1	
8-	-	R2C Group	LendingTree US	0.3		0.3	1	
8-	86	OMD	Lilly NGCE US Project	0.3		0.3	1	
8-	-	Sussman	Art Van Furniture US	0.3		0.3	1	
8-	-	SK+G	Vegas Golden Knights US	0.3		0.3	1	
8-	-	The Integer Group	World Kitchen US	0.3		0.3	1	
18	9	Empower		0.0	Land O' Frost US	-0.5	0	
19	6	Horizon Media		0.0	Telemundo US	-0.6	0	
20	84	Wavemaker	Formula 1 Global	0.6	Pearson Education US	-1.5	2	
						Jan 2018:	11.2	26
						Jan 2017:	10.3	15
						YoY Comparison:	8.8%	73.3%

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.