



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jul 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	23	Leo Burnett	Samsung Electronics visual display Global	55.9	Philadelphia Crm Cheese	53.9	3
2	1	Saatchi & Saatchi	P&G Fabric Care N. America	48.0		48.0	2
3	2	R/GA	Ally Financial US Digital, Harley-Davidson US, Berkshire Hathaway US	41.6		41.6	34
4	14	McCann WorldGroup	Honeywell Global, Corning US, Philip Morris International Global, Nestle US	37.0	ALDI US	29.4	21
5	3	Grey Group	Bose Global, P&G Fabric Care N. America, Bulldog Gin Global	35.7	Revlon Global	23.7	4
6	5	GS&P	BMW US, Ram Trucks US Project	21.0		21.0	2
7	6	MullenLowe Group	Edgewell Global, Cabify Global, Bahlsen Global	19.6		19.6	3
8	7	GSD&M	Pizza Hut US	24.3	John Deere	19.5	3
9	8	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, Lidl US Project, The Magic Brand US	17.5		17.5	5
10	9	Y&R	Office Depot Global, Optimum cable US, Miss America US	17.0		17.0	3
11	17	FCB	Kimberly Clark Global, Esperion Therapeutics Cholesterol Treatment US, Hotwire US	15.7		15.7	10
12	10	Deutsch	Color Genomics US, H&R Block US	14.5		14.5	3
13	11	EP & Co	Lowe's US, John Deere US	14.3		14.3	2
14	12=	MXM	Carlsberg Beer US Project, Reynolds US Project, Allergan - Social US, Cooper Tire US Digital	13.5		13.5	11
15=	12=	Wieden & Kennedy	United Healthcare US Project, Bud Light (Social) US, Converse Global	13.0		13.0	3
15=	15	TBWA	Bluebird Bio US, Fox Networks Group US, Mayo Clinic US, Swinton Group US	14.0	Vichy Cosmetics Global	13.0	5
17	20	Eleven	Shipt US, Carbon US, Supercell Gaming US Loyalty marketing, Ladder Life Insurance US	12.5		12.5	8
18	4	Havas Worldwide	ADP US, Rackspace US, JBL Global Project, Mike'S Harder Lemonade US	21.3	RB	12.3	9
19	16	Anomaly	Weight Watchers International Global, Ally Financial US	14.0	Converse Global	12.0	3
20	18=	Conill	Lowe's US	10.0		10.0	1

Jan-Jul 2018:	393.9	305
Jan-Jul 2017:	295.5	416
YoY Comparison:	33.3%	-26.7%



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jul 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	Initiative	Revlon Global, Amazon Studios US, Liberty Mutual US, Entertainment Studios US, CB2 US	38.8	Burlington Stores US	35.8	7
2	11	MediaCom	Mars Global, Shell Global, adidas Global Buying, Ally Financial US	45.7	Revlon Global	28.1	12
3	2	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	P&G Hair Care N. America	28.0	4
4	3	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America, Telemundo US	45.9	KFC US	24.4	5
5	4	Essence	T-Mobile US Digital Media	20.0		20.0	1
6	5	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2
7	6	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	12.0	2
8	7	Horizon Media	Burlington Stores US, TriHonda dealers US, UnitedHealth Group US, SharkNinja US	17.0	Optimum cable US	10.9	4
9	8=	MullenLowe MediaHub	New Balance US, Wyndham hotels N. America, Pearson Education US	10.5		10.5	5
10	10	PHD	MegaMex USA, Loreal Puerto Rico Digital, HSBC Global, Harry's US	12.1	Clothing Brand US	10.3	11
11	12	Havas Media	Sono Bello US, Bob's Furniture US, Yuengling US, ADP US, Orbitz US	5.7		5.7	7
12=	13=	WPP(Team Energy)	BP Global	5.0		5.0	1
12=	13=	Blue 449	Dunkin' Donuts US	5.0		5.0	1
14	15	OMD	Beiersdorf US, San Diego Gas & Electric US, Lilly NGCE US Project	4.8		4.8	3
15	8=	Starcom	Red Bull US	10.5	Mars Global	4.5	2
16	16	360i	Advance Auto Parts US, Plated US	4.0		4.0	3
17=	17=	VaynerMedia	Mondelez N. America	2.5		2.5	1
17=	17=	The7stars	ABF grocery products US	2.5		2.5	1
17=	17=	Virtueworldwide	Musical.ly US	2.5		2.5	1
20	20	Generator Media + Analytics	TheStreet.com US, De'Longhi Group US, Mutti USA Inc US	1.3		1.3	3
<b>Jan-Jul 2018</b>						<b>190.0</b>	<b>112</b>
<b>Jan-Jul 2017:</b>						<b>133.7</b>	<b>143</b>
<b>YoY Comparison:</b>						<b>42.1%</b>	<b>-21.7%</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.