



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Mar 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	6=	Havas Worldwide	Westfield Global, Dickies US Project, Grub Hub US	7.1		7.1	6
3	2	Deutsch	Reebok Global	6.4	Target US	5.9	1
4	3	TBWA	Refinitiv Global, Gatorade Global, Singapore Airlines Global	5.5		5.5	3
5	21	Ogilvy	AccorHotels Global	4.8		4.8	1
6	5	VMLY&R	Nature Bounty US, Yanbal Latam, Spain, US, Sundown Naturals US	4.6		4.6	12
7=	4	MediaMonks	Avon Global digital content creation	4.0		4.0	1
7=	63	Anomaly	Johnnie Walker Global	4.0		4.0	1
9=	14=	Barkley	Winnebago US	3.5		3.5	4
9=	-	Wunderman Thompson	Duracell Global	3.5		3.5	1
11	9=	Huge	Realtor.com	3.0		3.0	2
12	6=	R/GA	Siemens Global, Brixton Finishing School US, the School of	3.0		2.5	3
13=	9=	Swift	Blue Apron US	2.0		2.0	1
13=	9=	Crispin Porter Bogusky	Columbia Sportswear	2.0		2.0	1
13=	9=	Optimist Inc.	Uber Eats	2.0		2.0	1
13=	58	MullenLowe Group	Grey Goose	2.0		2.0	1
17	13	Droga5	Glenmorangie Global, GoCompare US	1.6		1.6	2
18=	14=	Eleven	JetSuiteX airlines US, Stockwell US, Electrify America US	1.5		1.5	3
18=	14=	WPP	Distell US	1.5		1.5	2
18=	14=	OH Partners	Armored AutoGroup Sales US, STP US, Armor All US	1.5		1.5	3
						2019(Jan-Mar)	117
						2018(Jan-Mar)	132
						YoY Comparison:	-11.4%



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Mar 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	-	Carat	Consumer Goods Brand	90.0		90.0	1	
2	1	Horizon Media	Peloton US, Petco US, National Geographic US	33.2		33.2	21	
3	4=	OMD	Jardiance US, King Digital Entertainment/Candy Crush Friends US, Snap Inc. Global, Tom's Shoes US Project	13.9		13.9	6	
4	3	MullenLowe MediaHub	Fox Sports and Fox Entertainment US, Sennheiser Global, At Home based in Plano US	5.8		5.8	3	
5	2	Initiative	Nintendo US, Keurig Dr Pepper US	5.0		5.0	2	
6	4=	Havas Media	Stop & Shop US, Global Citizen Global, Therapeuticsmd US, The Open Univeristy Global	2.9		2.9	4	
7=	6=	Empower	PetSmart US	2.5		2.5	3	
7=	6=	Universal McCann	Energizer Holdings US	2.5		2.5	1	
9	10=	PHD	Chuck E. Cheese US, Waze US, Singapore Airlines Global	1.6		1.6	3	
10	201	Zenith	Ralph Lauren Global	1.5		1.5	1	
11=	10=	MediaCom	Signet Jewelers of Zales fame US	1.3		1.3	1	
11=	23	Crossmedia	Etihad Airways Global	1.3		1.3	1	
13=	8=	BSSP	Columbia Sportswear US	1.0		1.0	1	
13=	17	Spark Foundry	NBC Universal Entertainment US, MCM Worldwide US	1.0		1.0	2	
15	156	Slingshot	Dickey's Barbecue Restaurants US	0.5		0.5	1	
16	10=	The Tombras Group	Great Clips US	0.3		0.3	1	
17	13	Vice Media	Teads Global	0.2		0.2	1	
18	14	Starcom		0.0	Hallmark Cards	-1.0	0	
19	-	Zimmerman Advertising		0.0	Chuck E. Cheese	-1.3	0	
20	8=	Hearts & Science	Hallmark Cards US	1.0	Consumer Goods Brand	-89.0	1	
						2019(Jan-Mar)	72.9	56
						2018(Jan-Mar)	89.4	61
						YoY Comparison:	-18.4%	-8.2%

### 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.