



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / May 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	Saatchi & Saatchi	P&G Fabric Care N. America	48.0		48.0	2	
2	2	Grey Group	Bose Global, P&G Fabric Care N. America, Bulldog Gin Global	27.7		27.7	3	
3	6=	R/GA	Bank of America US, Oath US, Svedka Vodka US	26.5		26.5	23	
4	4	Havas Worldwide	ADP US, Rackspace US, JBL Global Project	23.9		23.9	9	
5	3	GS&P	BMW US, Ram Trucks US Project	21.0		21.0	2	
6	24	MullenLowe Group	Edgewell Global, Cabify Global	18.6		18.6	2	
7	6=	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	
8	8	Y&R	Office Depot Global, Optimum cable US, Miss America US	17.0		17.0	3	
9	11=	EP & Co	Lowe's US, John Deere US	14.3		14.3	2	
10	9	Wieden & Kennedy	Bud Light (Social) US, Converse Global	13.0		13.0	3	
11	11=	Conill	Lowe's US	10.0		10.0	1	
12	11=	Via Agency	Lowe's US	10.0		10.0	1	
13	-	TBWA	Fox Networks Group US	11.0	Vichy Cosmetics Global	10.0	2	
14	17=	Eleven	Carbon US, Supercell Gaming US Loyalty marketing, Ladder Life Insurance US	9.5		9.5	7	
15	14	Accenture	BMW Group US (Digital Content), Radisson Hotels Global (Digital)	9.0		9.0	2	
16	15	Richards Group	Dish Network US, Advance Auto Parts US	8.0		8.0	2	
17	17=	MXM	Carlsberg Beer US Project, Reynolds US Project, Allergan - Social US, Cooper Tire US Digital	8.0		8.0	9	
18	21	McGarryBowen	Halls(Mondelez Brand) US	8.0		8.0	2	
19	31	Anomaly	Weight Watchers International Global	10.0	Converse Global	8.0	2	
20	16	WPP(Team Energy)	BP Global	7.5		7.5	1	
						May 2018	284.7	226
						May 2017	159.0	204
						YoY Comparison:	95.1%	10.9%



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / May 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	2	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	P&G Hair Care N. America	28.0	2	
2	3	Initiative	Amazon Studios US, Liberty Mutual US, Entertainment Studios US, CB2 US	22.3		22.3	6	
3	1	Spark Foundry	Macy's US, Marriott Global, Mondelez N. America, Telemundo US	42.9	KFC US	21.4	4	
4	7	MediaCom	Ally Financial US, Rent-A-Center US, Office Depot Global, Bose Global	17.2	BRP US	16.1	6	
5	-	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2	
6	8	MullenLowe MediaHub	New Balance US, Wyndham hotels N. America, Pearson Education US	10.5		10.5	5	
7	16=	Starcom	Red Bull US	10.5		10.5	2	
8	-	Digitas	Macy's US	10.0		10.0	1	
9	5	PHD	HSBC Global, Harry's US, Newell US, Rover US, BRP US, Square US	11.7	Clothing Brand US	9.9	9	
10	9	Horizon Media	TriHonda dealers US, UnitedHealth Group US, SharkNinja US	14.0	Optimum cable US	7.9	3	
11	10	Havas Media	Sono Bello US, Bob's Furniture US, Yuengling US, ADP US, Orbitz US	5.7		5.7	6	
12	11	WPP(Team Energy)	BP Global	5.0		5.0	1	
13	28	OMD	Beiersdorf US, San Diego Gas & Electric US, Lilly NGCE US Project	4.8		4.8	3	
14	12=	360i	Advance Auto Parts US, Plated US	4.0		4.0	3	
15	12=	VaynerMedia	Mondelez N. America	2.5		2.5	1	
16	12=	The7stars	ABF grocery products US	2.5		2.5	1	
17	12=	Virtueworldwide	Musical.ly US	2.5		2.5	1	
18	16=	Trilia Media	Frontier Comms US	1.5		1.5	1	
19	22	Generator Media + Analytics	TheStreet.com US, De'Longhi Group US, Mutti USA Inc US	1.3		1.3	3	
20	18=	Merkley & Partners	Bic US, Land O' Frost US	1.0		1.0	2	
						May 2018	153.0	92
						May 2017	62.6	65
						YoY Comparison:	234.1%	32.7%

### 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.