



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Nov 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	Goodby Silverstein & Partners	Pepsi US, BMW US, Liberty Mutual US	107.3		107.3	8
2	2	Leo Burnett	Wingstop Inc. US, Samsung Electronics visual display Global	56.4	Philadelphia Crm Cheese	54.4	4
3	4	R/GA	Home Depot Décor US, Georgia-Pacific Quilted Northern US, Academy of Motion Pictures US, Ally Financial US Digital	58.7	NFL Network US Project	53.7	45
4	3	Saatchi & Saatchi	Atlantis US, Paradise Island US, P&G Fabric Care N. America	49.0		49.0	4
5	5	Wieden & Kennedy	Tinder US, Ford US PROJECT, Plusbelle LATAM, Amart furniture Australia, Miss America US	34.0		34.0	5
6	6	McCann WorldGroup	Columbia SportswearS Global, Honeywell Global, Corning US	41.0	Cathay Pacific Global	32.4	22
7	7	VMLY&R	Boehringer Ingelheim Equine US, Thrivent Mutual Funds US, Amtrak US, Office Depot Global	32.6		32.3	18
8	10	MXM	United Healthcare US, Vraylar US, Amgen US Project, Abbott Labs US Project	20.0		20.0	16
9	8	MullenLowe Group	Edgewell Global, Cabify Global, Bahlsen Global	19.6		19.6	3
10	9	GSD&M	Pizza Hut US, Jack Link's US, Harry's shave care US	24.3	John Deere	19.5	3
11	31	Grey Group	Sheraton Hotels & Resorts US, McCormick & Co. US, Bose Global, P&G Fabric Care N. America	51.9	The National Football League US	18.9	20
12	11=	The Martin Agency	Buffalo Wild Wings US, Wizards of the Coast US, Kohl's US, Sling TV US, Lidl US Project	18.0		18.0	6
13	11=	TBWA	McCafé US, Bluebird Bio US, Fox Networks Group US, Mayo Clinic US	18.5	Vichy Cosmetics Global	17.5	7
14	14	FCB	QED Therapeutics (Oncology) US, LEO Pharmaceuticals (Dermatology) US, Aquestive Therapeutics (Neurohealth) US, Kimberly Clark Global	17.2		17.2	13
15	13	Eleven	Getaround US, Fidelity US, Electrify America US, Kabbage US, Peak6 US, Shipt US	16.9		16.9	14
16=	16=	EP & Co	Lowe's US, John Deere US	14.3		14.3	2
16=	16=	BBDO	Ford Global, Bayer US, Asda UK, Dunkin' Donuts US	113.3	Pepsi US	14.3	11
18	18	Beyond	Heartflow US, Referral Exchange US, Google US Projects, PayPal US, FINSA US	12.2		12.2	14
19	19	Anomaly	Weight Watchers International Global, Ally Financial US	14.0	Converse Global	12.0	3
20	20	J Walter Thompson	Bank Of America US, Treasury Wine US, Nestle Food US, Mazda NA	32.3		11.3	42
Jan-Nov 2018:						627.1	508
Jan-Nov 2017:						661.7	656
YoY Comparison:						-5.2%	-22.6%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Nov 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	Hearts & Science	WarnerMedia group US, P&G Fabric Care N.America, Amgen US	83.0	P&G Hair Care N. America	68.0	7
2	2	MediaCom	Amtrak US, Hilton Hotels & Resorts Global, Sony US, Mars Global	73.9	Toms Shoes US	55.7	17
3	21	Starcom	Fiat Chrysler US, Red Bull US, Campbell Soup Global	58.0	Empresas Caparra Puerto Rico	50.5	3
4	3	Blue 449	T-Mobile US, Dunkin' Donuts US	40.0	Puma Global	37.5	2
5	4	Initiative	UPS US, KPMG US, Revlon Global, Amazon Studios US, Liberty Mutual US	38.8	Burlington Stores US	35.8	9
6	5	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	35.6		35.6	3
7	14	OMD	Toms Shoes US, Expensify US Project, Visit Britain US, Daimler Global	38.9	Century 21 US	28.9	17
8	6	Dentsu Aegis Network	Intel Global, United Airlines Global, LVMH NA	24.8		24.8	3
9	7	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America, Telemundo US	45.9	Bloomin' Brands US	21.4	5
10	8	MullenLowe MediaHub	Dropbox US, Bloomin' Brands US, Dropbox Global, Scope US, Athena Healthcare US	21.0		21.0	13
11	9=	Essence	T-Mobile US	20.0		20.0	2
12	11	dentsu X	LVMH NA, Dairy Queen Canada	18.9		18.9	3
13	12	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2
14	15	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	12.0	2
15	13	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	20.5	Buffalo Wild Wings US	10.4	6
16	16	Publicis Groupe	J.M. Smucker Company US	10.0		10.0	1
17	20	Havas Media	Lactalis Global, Iovate Health Science US, Gameloft US, Puma Global	22.5		8.7	19
18	17	Crossmedia	iHealth US, Art Van Furniture US, Main Line Health US, Mini USA	9.3	Advance Auto Parts US	6.3	6
19	18	WPP(Team Energy)	BP Global	5.0		5.0	1
20	19	360i	Advance Auto Parts US, Plated US	4.0		4.0	3
Jan-Nov 2018:						350.9	190
Jan-Nov 2017:						242.9	190
YoY Comparison:						44.5%	0.0%

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.