

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Oct 2017

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	McCann WorldGroup	Ulta Beauty US, National Geographic US Brand Marketing , Flybe US	112.7	Office Depot US	106.4	11
2	2	BBDO	Kohl's US, EA Madden US, Turner Broadcasting US	91.9	Belvedere vodka US	85.4	12
3	6	GS&P	Liberty Mutual US, PepsiCo US, NFL Network US Project, Gradifi US Project	87.7	Princess Cruises US	72.3	4
4	3	Droga5	IHOP Restaurants US, Mattress Firm US, Tencent Gaming US, Heineken US, Dos Equis US	59.5	Radox Global	51.5	8
5	4	Anomaly	Ikea Project, The Hershey Company, Carnival Cruises, Sally Hansen, Coca-Cola Minute Maid US	51.0	Diesel Global	50.1	9
6	5	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
7	7	CP+B	The Hershey Company US, Domino's US	33.5	NBA 2K US	30.5	4
8	8	DDB	Radox Global, Sol Beer US, Miller Lite US, Percil ProClean US, EA Sports Global	33.6	Electrolux Global	24.1	11
9	14	72andSunny	Uber Global, Infiniti Global, eBay US, Hello Products US, Allstate US	25.9	Target US	20.9	5
10	9	MullenLowe Group	Whole Foods Market US, Nuveen US	20.5	MassMutual	15.5	6
11	28	Laundry Service	Papa John's US, BMW US Social Media	15.0		15.0	2
12	33	Leo Burnett	Kellogg's US	23.0	Fifth Third Bancorp US	14.5	3
13-	11	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
13-	12	Heat	John Hancock US, LG G6 US	13.0		13.0	3
15	13	OKRP	Chili's Grill & Bar	12.9		12.9	1
16	16	Isobar	Lafayette 148 US Digital	10.3		10.3	11
17-	17	McGarryBowen	American Express US	10.0		10.0	1
17-	-	Mother	T-Mobile Brand US	10.0		10.0	1
19	18	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	9.5	4
20	19	The Martin Agency	Golf Now US, UPS Global Global, DoubleTree by Hilton US, Subway US	9.0		9.0	5
						626.8	619

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Oct 2017

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	Vizeum	AB InBev US, CarMax US Project, Bisk Education US	52.2	Uniqlo US	49.8	3
2	2	Havas Media	Bristol-Myers Squibb Global, Sanofi US, National Football League US	41.9	AXA Equitable US	40.2	14
3	5	MullenLowe MediaHub	Ulta Beauty US, Staples US, Nuveen US, Talbots US Project	39.1	MOO US	38.8	8
4	3	Starcom	Lionsgate US, Lowe's US, Vans (VF Corp) US Media Buying	41.9	Mattel US	38.4	4
5	4	Horizon Media	Sprint US	35.0	Jack in the Box US	30.3	1
6	6	Mediacom	Sunny D US, MetLife US, Richemont Global, Cheesecake Factory US, Revlon US	77.5	AB InBev US	27.3	11
7	7	Publicis(Connect)	MillerCoors US	20.0		20.0	1
8	8	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
9	-	Initiative	Amazon Global, Dr. Pepper Snapple Group US, Academy Sports + Outdoor US	32.3	MillerCoors US	12.0	4
11	9	KWG	Sanofi (Buying) US	7.5		7.5	1
10	10	Hearts & Science	Intuit US, Barclays US,	5.8		5.8	2
12	11	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US	8.1	Office Depot US	5.1	7
13	12	M/SIX	John Hancock US	5.0		5.0	1
14	13	DigitasLbi	Mattel US, Lyft US Digital Media	4.0		4.0	2
15	14	PHD	HP Global Digital, Bandai US, Home Instead US, First Midwest Bank US Digital Media	4.8	Elizabeth Arden US	3.7	5
16	15	Zimmerman Advertising	Office Depot US, Krystal US	3.0	Party City US	2.8	1
17	16	Assembly	Krystal US, WordPress US, Orbitz US, Belkin US, Red Robin US	2.8	Vans (VF Corp) US Media Buying	2.6	5
18	-	VaynerMedia	Bud Light US	2.5		2.5	1
19	17	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
20	18=	Team One	Indian Motorcycle US, Dacor(Planning) US	1.0		1.0	2
						202.0	166

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.