



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Oct 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	86	Goodby Silverstein & Partners	Pepsi US, BMW US, Liberty Mutual US	107.3		107.3	8
2	2	Leo Burnett	Samsung Electronics visual display Global	55.9	Philadelphia Crm Cheese	53.9	3
3	3	Saatchi & Saatchi	Atlantis US, Paradise Island US, P&G Fabric Care N. America	49.0		49.0	4
4	4	R/GA	Ally Financial US Digital, Harley-Davidson US, Berkshire Hathaway US	41.6	NFL Network US Project	36.6	34
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	Amtrak US, Office Depot Global, Optimum cable US	32.0		31.7	16
8	9	MullenLowe Group	Edgewell Global, Cabify Global, Bahlsen Global	19.6		19.6	3
9	10	GSD&M	Pizza Hut US, Jack Link's US, Harry's shave care US	24.3	John Deere	19.5	3
10	13	MXM	Amgen US Project, Abbott Labs US Project, Carlsberg Beer US Project, Wizards of the Coast US, Kohl's US,	19.0		19.0	14
11-	12	The Martin Agency	Sling TV US, Lidl US Project, The Magic Brand US	17.5		17.5	5
11-	16	TBWA	McCafé US, Bluebird Bio US, Fox Networks Group US, Mayo Clinic US	18.5	Vichy Cosmetics Global	17.5	7
13	18	Eleven	Getaround US, Fidelity US, Electrify America US, Kabbage US, Peak6 US, Shipt US	16.9		16.9	14
14	14	FCB	Kimberly Clark Global, Esperion Therapeutics Cholesterol Treatment US, Hotwire US	15.7		15.7	10
15	15	Deutsch	Newman's Own US, Color Genomics US, H&R Block US	15.5		15.5	4
16-	17	EP & Co	Lowe's US, John Deere US	14.3		14.3	2
16-	1	BBDO	Ford Global, Bayer US, Asda UK, Dunkin' Donuts US	113.3	Pepsi US	14.3	11
18	20	Beyond	Heartflow US, Referral Exchange US, Google US Projects, PayPal US	12.2		12.2	14
19	19	Anomaly	Weight Watchers International Global, Ally Financial US	14.0	Converse Global	12.0	3
20	87	J Walter Thompson	Mazda NA, United Health Group NA, San Manuel NA	31.5		10.5	38
Jan-Oct 2018:						600.5	428
Jan-Oct 2017:						626.8	619
YoY Comparison:						-4.2%	-30.9%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Oct 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	Revlon Global	56.3	17
3	3	Blue 449	T-Mobile US, Dunkin' Donuts US	40.0	Puma Global	37.5	2
4	4	Initiative	UPS US, KPMG US, Revlon Global, Amazon Studios US, Liberty Mutual US	38.8	Burlington Stores US	35.8	9
5	5	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	35.6		35.6	3
6	6	Dentsu Aegis Network	Intel Global, United Airlines Global, LVMH NA	24.8		24.8	3
7	7	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America, Telemundo US	45.9	Bloomin' Brands US	21.4	5
8	8=	MullenLowe MediaHub	Dropbox US, Bloomin' Brands US, Dropbox Global, Scope US, Athena Healthcare US	21.0		21.0	13
9=	8=	Essence	T-Mobile US	20.0		20.0	2
9=	11	Omnicom Media Group	US Army	20.0		20.0	1
11	10	dentsu X	LVMH NA, Dairy Queen Canada	18.9		18.9	3
12	12	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2
13	13	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	19.5	Optimum cable US	13.4	5
14	202	OMD	Daimler Global, Arcos Dorados Puerto Rico Retained AOR, Beiersdorf US, San Diego Gas & Electric US	23.2	Century 21 US	13.2	12
15	14	Digitalas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	12.0	2
16	41	Publicis Groupe	J.M. Smucker Company US	10.0		10.0	1
17	15	Crossmedia	iHealth US, Art Van Furniture US, Main Line Health US, Mini USA	9.3	Advance Auto Parts US	6.3	6
18	16	WPP(Team Energy)	BP Global	5.0		5.0	1
19	17=	360i	Advance Auto Parts US, Plated US	4.0		4.0	3
20	23	Havas Media	Puma Global, Pizza Papa Johns US, Blizzard Entertainment Global, Sono Bello US, Bob's Furniture US	17.3		3.6	15
Jan-Oct 2018:						359.5	168
Jan-Oct 2017:						202.0	166
YoY Comparison:						78.0%	1.2%

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 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.