



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Sep 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	The Us Army, TJX's HomeGoods US, Vauxhall Motors(CRM) US, Coca-Cola Fanta US	129.7	Office Depot US	123.4	9
2	2	BBDO	Macy's US, Hot Wheels US, Fisher-Price US, ZTE US, Frito-Lay(Lay's) US	83.5	Belvedere vodka US	77.0	4
3	3	Droga5	Mattress Firm US, Tencent Gaming US, Heineken US, Dos Equis US, Ancestry.com US	58.5	Air Wick, Clearasil Global	54.5	8
4	5	Anomaly	Ikea Project, The Hershey Company, Carnival Cruises, Sally Hansen, Coca-Cola Minute Maid US	51.0	Diesel Global	50.1	9
5	4	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
6	6	GS&P	PepsiCo US, NFL Network US Project, Gradifi US Project	54.0	Cisco US	41.1	3
7	7	CP+B	The Hershey Company US, Domino's US	33.5	Infiniti Global	31.5	4
8	8	DDB	Sor Beer US, Miller Lite US, Perci ProClean US, EA Sports Global, CapAgo US, Energy California US	29.6	Electrolux Global	20.1	10
9	22	MullenLowe Group	Whole Foods Market US, Nuveen US	20.5	MassMutual	15.5	6
10	9	J Walter Thompson	Church's Chicken US, Kroger Projects NA	17.8	7-Eleven US	13.5	36
11-	10	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
11-	11	Heat	John Hancock US, LG G6 US	13.0		13.0	3
13-	12	OKRP	Chili's Grill & Bar	12.9		12.9	1
13-	19	72andSunny	Infiniti Global, eBay US, Hello Products US, Allstate US	17.9	Target US	12.9	4
15	13	Grey Group	Revlon US, Applebee's US	55.5	3M consumer brands US	11.9	3
16	14	Isobar	Lafayette 148 US Digital	10.3		10.3	11
17	15	McGarryBowen	American Express US	10.0		10.0	1
18	16	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	9.5	4
19	17	The Martin Agency	UPS Global Global, DoubleTree by Hilton US, Subway US	8.5		8.5	4
20	18	Joan Creative	Booking.com US	8.0		8.0	1
						<b>577.7</b>	<b>494</b>



## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Sep 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	-	Vizeum	AB InBev N.America, 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	6	Starcom	Lionsgate US, Lowe's US, Vans (VF Corp) US Media Buying	41.9	Mattel US	38.4	4
4	3	Horizon Media	Sprint US	35.0	Jack in the Box US	30.3	1
5	4	MullenLowe MediaHub	Staples US, Nuveen US, Talbots US Project	29.1	MOO US	28.8	7
6	1	Mediacom	Sunny D US, MetLife US, Richemont Global, Cheesecake Factory US, Revlon US	77.5	AB InBev US	27.3	11
7	5	Publicis(Connect)	MillerCoors US	20.0		20.0	1
8	7	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
9	-	KWG	Sanofi (Buying)	7.5		7.5	1
10	-	Hearts & Science	Intuit US, Barclays US,	5.8		5.8	2
11	8	Universal McCann	iZettle US, Accenture Global, Coach Global, Ubisoft US, Spotify US	8.1	Office Depot US	5.1	7
12	9	M/SIX	John Hancock US	5.0		5.0	1
13	10	DigitasLbi	Mattel US, Lyft US Digital Media	4.0		4.0	2
14	11	PHD	HP Global Digital, Bandai US, Home Instead US, First Midwest Bank US Digital Media	4.7	Elizabeth Arden US	3.6	4
15	12	Zimmerman Advertising	Office Depot US	3.0	Party City US	2.8	1
16	14	Assembly	Krystal US, WordPress US, Orbitz US, Belkin US, Red Robin US	2.8	Vans (VF Corp) US Media Buying	2.6	5
17	15	Dentsu Aegis	Heineken brands TBC Global	2.0		2.0	1
18-	16=	Team One	Indian Motorcycle US, Dacor(Planning) US	1.0		1.0	2
18-	16=	Hi-gloss	Grove Bay Hospitality Group US	1.0		1.0	1
18-	16=	Young & Laramore	Ingersoll Rand Brands	1.0		1.0	2
						<b>161.7</b>	<b>160</b>

### 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.