



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Nov 2015

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	4	McCann WorldGroup	Verizon Wireless US, Aldi Nord Germany, MGM Resorts US	152.6	American Airlines Global	130.2	433
2	1	Wieden & Kennedy	Nurofen Global, Secret Deodorant Global, Samsung US	175.0	Squarespace US	124.6	20
3	2	Ogilvy	Coca-Cola US, Morton Salt US, Bae Systems Singapore	155.0	Midea International Hong Kong	106.9	755
4	3	DDB	Lifelock US, H&M David Beckham Global, Pears Skincare Global	128.4	Flora Margarine UK	90.3	275
5	5	BBDO	Subway US, Priceline.com US, ING Direct France, Great Northern Beer Australia	153.5	Volkswagen New Zealand	81.9	87
6	6	J Walter Thompson	Emirates UK&US, Coca-Cola Brazil, Cobra Golf US	92.7	Singapore Tourism Global	62.7	269
7	7	72andSunny	Coors Brand US, Seventh Generation US, Axe / Lynx Global, Adidas US	58.0		58.0	5
8	8	Grey Group	Pernod-Ricard US, Best Buy US Project, Hotels.com Singapore	69.7	Olive Garden US	50.3	124
9	11	Publicis	Purina US & Europe, Sheraton US, Heineken US	68.6	Seabourn Cruises US	46.3	316
10	9	Havas Worldwide	Kmart US, R&B Foods US, Adidas(CRM) Europe, Carl F Bucherer UK	81.5	Nurofen Global	41.7	20
11-	10	Kolle Rebbe	O2 Germany, Krombacher beer Germany, Netflix Germany	33.4		33.4	3
11-	13	Dentsu	Qantas Australia, Chia Tai China, Teacher's Brazil, Jinmailang China	39.4	Junlebao China	33.4	252
13	15	Y&R	Monash University Australia, Nitto Denko Japan Project, Ecover Europe	66.1	Lloyds Bank UK	32.4	159
14	12	BETC	Bouygues Telecom France, Ubisoft EMEA, Sephora Europe	34.3	Diet Coke UK	32.3	6
15	14	AKQA	Jaegermeister Global, Verizon(Digital) US, Volvo Cars Global	31.0		31.0	4
16	16	Mullen Lowe	Ulta Beauty US, California Avocados US, GAP LATAM	37.2	Maruti Suzuki India	28.5	105
17	18	R/GA	Signal (digital) Global, Jet.com US	37.7	Volvo Cars(digital) Global	25.7	8
18	23	Droga5	Under Armour US, Belstaff Europe, Impulse Europe	35.8	Chobani US	25.3	14
19	21	Anomaly	New York Life US, Carhartt apparel US, Squarespace US	20.9		20.9	8
20	24	Leo Burnett	Hilton CN,JP,KR,SG, Cadillac Korea, Tigerair(Social) Singapore	55.7	Secret Deodorant Global	20.4	234
						1,076.0	3,097



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Nov 2015

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	6	Mindshare	Unilever EU/US/Asia(Ex Greater China), General Mills Global, Booking.com North America	320.7	Celebrity Cruises US	289.9	112
2	11	OMD	P&G US, Bayer US, PSA - Peugeot UK, Mars Italy, Hyatt UK	240.8	iiNet Australia	132.6	301
3	1	Universal McCann	Johnson & Johnson Global, Coca-Cola US, Optus Australia	162.0	L'Oreal US	125.4	317
4	4	Carat	P&G US, Mondelez NA/EU/APAC, Lionsgate UK, Barbeques Galore Australia	134.9	DHL Global	121.6	419
5	3	PHD	Unilever Greater China, Virgin Atlantic UK, Magners UK, Harrison Star	136.0	Unilever East Europe	107.7	174
6	5	Havas Media	JDE Global, Proximo US, Sears US, National Association of Realtors US	102.9	Mars LatAm	76.7	172
7	7	Canvas Worldwide	Hyundai Motor US, Kia Motor US	35.0		35.0	2
8	8	Mediacom	American Airlines Global, Novartis APAC Regional, Mars Latam	65.1	Suntory UK	29.7	195
9	9	Dentsu Media	Honda Europe, Disney SEA	26.7	Kurl-on India	23.8	201
10	10	Vizeum	BBC Australia, PedidosYa Argentina, Arla Foods Africa	25.7	LVMH Korea	16.8	146
11	12	Horizon Media	Lindt US, STX Entertainment US, ABC TV (digital) US	14.3	Manufacture Client US	11.5	7
12	13	BPN	Tyson US, Emblem US, CCU-Ecusa US, Propais Colombia	11.0	Morgan Stanley US	10.5	16
13	-	Initiative	Unilever Latam, Joey's Pizza Services Germany, Harman International Netherlands	68.2	EA Sports Spain	9.5	137
14	-	ZenithOptimedia	Singapore Airlines Global, Mercedes-Benz China, LVMH Korea	66.6	Lactalis Europe	7.8	103
15	14	360i	Spotify US Digital, LongHorn Steakhouse US, Eurostar UK	3.7		3.7	3
16	15	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
17	16	Resolution Media	3M US, Texas Instruments US	2.1		2.1	2
18	17	Blue 449	David Lloyd Leisure UK, Carphone Warehouse UK	4.2	Halfords UK	1.9	4
19	19=	The7Stars	Prostate Cancer UK, Iceland UK, Victoria Plumb UK, Dogs Trust UK	3.2	Uniqlo UK	1.7	6
20	18	Doner	Highmark Health US	1.5		1.5	1
						1,012.0	2,319

METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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