

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	1	Wieden & Kennedy	Samsung, Nurofen, Bud Light, Verizon, KFC, Yoplait	157.1	Squarespace	126.6	9
2	7	McCann WorldGroup	Verizon Wireless, LMG M Resorts, Chevy Silverado, Hulu	73.9	Cuervo	65.8	10
3	2	BBDO	Priceline.com, Pepsi, Subway, Humana	107.9	Bud Light	56.9	10
4	3	72andSunny	Seventh Generation, Coors Brands, Adidas, General Mills Totino's	53.0		53.0	5
5	4	DDB	Lifelock, Pears Skincare, Hudson's Bay	28.7		28.7	7
6	6	AKQA	Delta Airlines(Digital), Volvo Cars, Verizon(digital)	25.0		25.0	4
7	8	Ogilvy	Coca-Cola, Southwest Airlines, Christopher & Banks	33.5	AMPM	21.8	72
8	13=	Droga5	Johnsonville, NBTY Vitamins, Under Armour	31.0	Chobani	21.0	8
9	9	R/GA	E*Trade(TV), Simple, Verizon(digital), Jet.com	28.1	Ameriprise	20.1	5
10	10	RPA	Apartments.com, Tempur Sealy, AMPM	17.6		17.6	3
11	11	Venables Bell & Partners	Sony PlayStation Vue, Samsung Appliances, Leinenkugel's Beer, Celebrity Cruises	17.3		17.3	6
12	38	Publicis	Ferrero Rocher, Abbott Nutrition, Sheraton, Kinder Care	29.8	Seabourn Cruises	14.8	22
13	15	Anomaly	Squarespace, Major League Baseball, New York Life	14.4		14.4	4
14	12	Barton F. Graf 9000	Scotts Miracle-Gro, Snyder's-Lance brands	13.0		13.0	2
15	13=	FCB	Hero Group, Lincoln Financial Group	60.5	KFC	12.0	12
16	17	Grey Group	Pandora Jewellery, SunEdison, LendingTree, Best Buy Project	25.2	Olive Garden	10.2	8
17=	18=	Barker	Slim-Fast	10.0		10.0	1
17=	18=	Deutsch	Samsung (B2B)	10.0		10.0	1
17=	18=	Essence	Intuit	10.0		10.0	1
20	21	J Walter Thompson	Cobra Golf, Special K, Apollo Tyres, North Shore-LIJ, Emirates	28.0	Vonage	9.0	9
						557.2	199



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	7	Mindshare	Unilever, General Mills, Booking.com	128.1	Celebrity Cruises	117.3	3
2	-	OMD	P&G, Wells Fargo, JCPenney, Bacardi, Norwegian Cruise Line	152.9	DE Master Blenders	90.1	14
3	2	Carat	P&G, Mondelez Global, EMC Global, NRG, Great Call	69.7		69.7	7
4	1	Universal McCann	Johnson & Johnson, Coca-Cola, Sony, Hotwire, Ghirardelli	63.1	L'Oreal (TV and print buying)	41.9	8
5	4	Canvas Worldwide	Proximo, Hyundai Motor, Kia Motor	35.0		35.0	2
6	6	PHD	Sony Mobile Communications International AB, Cricket, Proximo, Sears, National Association of Realtors, Safelite, ROOSTCASF	33.2		33.2	14
7	5	Havas Media		32.3	CDC	28.7	14
8	-	MEC	L'Oreal US	40.0	Scott's Lawncare	26.9	1
9	8	Horizon Media	Lindt, STX Entertainment, Snyder's-Lance	14.3	Manufacture Client	11.5	7
10	9	BPN	Tyson, Sears Project, Emblem, DeVrey University	5.7	Morgan Stanley	5.2	4
11	10	360i	Spotify(Digital), LongHorn Steakhouse	3.3		3.3	2
12	11	Resolution Media	3M, Texas Instruments	2.1		2.1	2
13	-	Moroch Partners	Six Flags	1.9		1.9	1
14	12=	Doner	Highmark Health	1.5		1.5	1
15	12=	CrossMedia	GNC	1.5		1.5	1
16	14	Kepler Group	Bed Bath & Beyond	1.4		1.4	1
17	15	M/Six	KPMG Global	1.3		1.3	1
18=	16=	iCrossing	Sunrun	1.0		1.0	1
18=	16=	Hasan + Co.	Extended Stay America(Digital)	1.0		1.0	1
18=	16=	Harmelin Media	New York Racing Association	1.0		1.0	1
						475.4	86

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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