



CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Nov 2016

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	BBDO	Neulasta US, Merisant Global, ExxonMobil (portion) US, Kiabi France	348.3	Sainsbury's UK	267.3	34
2	2	DDB	Samsung(TV and Home Appliances) North America, Tribeca Film Festival US, Hennessy China	223.5	Qualcomm US	174.5	306
3	3	Ogilvy	KFC Germany, Sipsmith Gin UK, British Airways (Digital) Global	185.3	Expedia Europe	158.7	562
4	4	Droga5	Sprint US, Google Pixel Global, The New York Times US, Seat Europe Project	125.7	Diet Coke US	109.0	11
5	5	McGarryBowen	United Airlines Global, Clorox Global, JC Penney US, Mondelez Candy US Project	109.1	Staples US	104.1	20
6	6	McCann WorldGroup	Reckitt Benckiser (Lysol/Dettol) Global, Staples US, Godiva Chocolatier US	128.5	General Mills US	100.3	514
7	7	TBWA	PMU France, Vicks Europe, Intel (B2B) Global, Foxtel and Fox Sports Australia	103.8	MillerCoors US	87.5	167
8	8	Isobar	Martell France, Western Union UK, Huawei UK Project	67.4	Kellogg's UK	66.7	290
9	9	VML	New Balance Global, Electrolux US, Lipton Brisk US, GMCVB US	52.9		52.9	14
10	10	Y&R	Cirque du Soleil US, 2020 Census US, Chanel UK, Amstel South Africa	68.2	Marks & Spencer UK	49.4	168
11	11	FCB	Clorox Global, Academy Sports + Outdoor US, APAP Poland, The Big Issue UK	56.4	Vonage US	47.2	59
12	13	Anomaly	Beats by Dr. Dre Global, Sally Hansen Global, Crown Royal US, Diesel Global	46.2	Duracell US	42.7	9
13	12	72andSunny	General Mills	40.0		40.0	1
14	15	Dentsu	LTA Singapore, Paty & Vienísima (BRF) Argentina, LEXUS China Project	42.0	Weet-Bix Australia	39.0	185
15	16	Saatchi & Saatchi	GSK Global, Wal-Mart - Asda UK, Wal-Mart US, Renault(Digital) Germany	97.4	Toyota EU	37.8	104
16	14	MMB	Subway US	37.5		37.5	1
17	17	CHI & Partners	Toyota Europe, McVitie's and Godiva UK	35.7	Drench/R White's UK	34.9	3
18	18	Redscout	General Mills	30.0		30.0	2
19	20	GSD&M	Dodge US, Blue Bunny US, Hilton US Project	27.0		27.0	3
20	19	Publicis	HPE Global, Sanofi Pasteur US, Heineken(Digital) UK	102.2	Renault(Digital) Germany	25.3	290
						1,531.8	2,743



MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Nov 2016

RANK THIS MONT H	RANK LAST MONT H	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	PHD	Rabobank Groep Netherlands, Volkswagen Global, Canon UK, Ferrero Mexico	181.7	Greenstone Australia	178.6	176
2	2	Hearts & Science	AT&T US, Audible UK	135.6		135.6	2
3	4	Mindshare	21st Century Fox Europe, Abbott US, Facebook Germany, Yili (Planning and Content) China	108.5	Tim Hortons US	75.0	374
4	3	Havas Media	Swarovski Global, 21st Century Fox LatAm, Deka Bank Germany	77.7	Nationwide Building Society UK	67.2	229
5	6	Zenith	21st Century Fox APAC, ZDF Germany, Coty Global	103.4	Campofrio Food Group Spain	67.0	92
6	5	Carat	AA UK, Premier Foods UK, Coca-Cola Canada, C&A Europe, Mutua Madrileña Spain	93.9	British Gas UK	63.1	419
7	8	OMD	Henkel Regional(6 Markets), Momondo Sweden, Campofrio Food Group Spain	89.4	Warner Bros and HBO (Digital) US	50.7	291
8	7	GroupM	Target US, Westpac Australia, IKEA (Media Buying) Global	51.1	UrbanClap India	50.2	4
9	9	Horizon Media	Avon US, Chobani US, La Quinta Hotels US, LG Electronics US	36.1		36.1	7
10	10	Vizeum	Ikea UK, Total S.A. Global, Sonos Global, E.on UK, TSB UK	42.6	BMW UK	34.7	85
11	11	Initiative	IKEA Italy, Grafschafter Germany, Hans Anders Netherlands	45.3	USAA US	29.7	200
12	12=	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation	26.3	Bridgestone India	24.1	249
13	12=	Universal McCann	BEF Foods US, H&M France, Fitbit US, Rezidor Hotels (Park Inn and Radisson Blu) UK	60.7	FCA China	19.9	241
14	14	M/SIX	Toyota Europe	17.2		17.2	1
15	15	MediaHub	Western Union Global	17.9	La Quinta Hotels US	16.1	1
16	16	Dentsu Aegis Media	IKEA (Media Buying) Global, Diageo Global	15.0		15.0	2
17	17	Maxus	PNC US, Pharmicare US, Roche Bobois(Digital) UK, Church & Dwight US, BT UK	20.5	ALDI Australia	14.8	31
18	18	Merkle	Warner Bros and HBO (Digital)	12.5		12.5	1
19	19=	Blue 449	HPE Global, Intu Shopping Centres UK, Walmart Asda UK, Weight Watchers UK	12.7	Perfetti Van Melle Vietnam	11.1	11
20	19=	Assembly	21st Century Fox US, E*Trade US, SodaStream US, Red Robin US	20.4	21st Century Fox (Fox Sports) US	10.1	5
						928.7	2,421

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.