



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Oct 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	Nurofen, Bud Light, Verizon, KFC, Yoplait, Milka, Sprite	152.1	Heineken	124.1	8
2	2	BBDO	Priceline.com, Pepsi, Subway, Humana	107.8	Bud Light	56.8	9
3	3	72andSunny	Coors Brands, Axe / Lynx, Adidas, General Mills Totino's	52.0		52.0	4
4	4	DDB	Lifelock, Pears Skincare, Hudson's Bay	28.7		28.7	7
5	16	McGarryBowen	C Penney, Olive Garden	30.0	Sears	25.8	2
6	7	AKQA	Delta Airlines(Digital), Volvo Cars, Verizon(digital)	24.0		24.0	3
7	5	McCann WorldGroup	LATAM Airlines Group, TPN, Braman Motorcars, Chevy Silverado, Hulu	30.4	American Airlines	23.4	8
8	8	Ogilvy	Coca-Cola, Southwest Airlines, Christopher & Banks	33.5	AMPM	21.8	72
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	12	Venables Bell & Partners	Samsung Appliances, Leinenkugel's Beer, Celebrity Cruises	14.3		14.3	5
12	13	Barton F. Graf 9000	Scotts Miracle-Gro, Snyder's-Lance brands	13.0		13.0	2
13=	14=	FCB	Hero Group, Lincoln Financial Group	60.5	KFC	12.0	12
13=	14=	Droga5	Johnsonville, NBTY Vitamins	22.0	Chobani	12.0	6
15	31	Anomaly	Major League Baseball, New York Life	11.9		11.9	3
16	15	CP+B	Paypal, Anheuser Busch, Braintree, Santa Margherita	11.1		11.1	9
17	6	Grey Group	Pandora Jewellery, SunEdison, LendingTree, Best Buy Project	25.2	Olive Garden	10.2	8
18=	17=	Barker	Slim-Fast	10.0		10.0	1
18=	17=	Deutsch	Samsung (B2B)	10.0		10.0	1
18=	17=	Essence	Intuit	10.0		10.0	1
						508.7	169



2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Oct 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	Universal McCann	Johnson & Johnson, Coca-Cola, Sony, Hotwire, Ghirardelli	63.1	Wells Fargo	51.9	8
2	2	Carat	Mondelez Global, EMC Global, NRG, Great Call	39.7		39.7	6
3	6	Starcom MediaVest	Mars (Digital Buying), White Wave Foods, New York Life	67.1	LongHorn Steakhouse	38.1	15
4	3	Canvas Worldwide	Proximo, Hyundai Motor, Kia Motor	35.0		35.0	2
5	5	Havas Media	Proximo, Sears, National Association of Realtors, Safelite, BOOSTCASE	29.8	Valspar	27.3	13
6	4	PHD	LQ Management, SC Johnson(Planning), Unilever(Search), Converse	27.0		27.0	9
7	7	Mindshare	General Mills, Booking.com	28.1	Celebrity Cruises	17.3	2
8	8	Horizon Media	Lindt, STX Entertainment, Snyder's-Lance	14.3	manufacture Client	11.5	7
9	9	BPN	Tyson, Sears Project, Emblem, DeVrey University	5.7		5.7	4
10	11	360i	Spotify(Digital), LongHorn Steakhouse	3.3		3.3	2
11	12	Resolution Media	3M, Texas Instruments	2.1		2.1	2
12=	13	Doner	Highmark Health	1.5		1.5	1
12=	14	CrossMedia	GNC	1.5		1.5	1
14	15	Kepler Group	Bed Bath & Beyond	1.4		1.4	1
15	16	M/Six	KPMG Global	1.3		1.3	1
16=	17=	iCrossing	Sunrun	1.0		1.0	1
16=	17=	Hasan + Co.	Extended Stay America(Digital)	1.0		1.0	1
16=	17=	Harmelin Media	New York Racing Association	1.0		1.0	1
19=	20	Kahn Media	The Coker Group	0.5	SC Johnson(Planning)	0.5	1
19=	23	Pitch	Haggen	0.5		0.5	1
						268.4	79

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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