



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Oct 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	AT&T, Neulasta, LinkedIn, Subway, Merisant	297.5	HP Enterprise	236.5	7
2	2	DDB	Samsung (TV and Home Appliances), McDonald's, Time Warner, Seat	132.5	Qualcomm	106.5	5
3	9	Droga5	Sprint, Google Pixel, The New York Times, T-Mobile, Pizza Hut	114.9	Diet Coke	105.2	9
4	3	McGarryBowen	JC Penney, Olive Garden, Mondelez Project, Disney Project	92.1	Staples	87.1	10
5	8	Ogilvy	Motorola, Nationwide, Royal Caribbean Project, GSK(Expert Marketing)	48.3	Time Warner	45.3	35
6	5	VML	GMCVB US, New Balance Global, Electrolux	45.1		45.1	6
7	-	72andSunny	General Mills	40.0		40.0	1
8	6	Anomaly	Diesel Global, Beats by Dr. Dre, Campell Soups Brands, Crown Royal, Buchanan's	40.8	Duracell	38.3	6
9	7	MMB	Subway	37.5		37.5	1
10=	4	Saatchi & Saatchi	Wal-Mart, GSK, USAA	48.0	General Mills	30.0	3
10=	-	Redscout	General Mills	30.0		30.0	2
12	11	GSD&M	Dodge, Blue Bunny, Hilton Project	27.0		27.0	3
13	12	FCB	Xiaflex, Clorox, Janssen, Galderma, Sandoz	26.6	Vonage	18.6	15
14	10	McCann WorldGroup	Godiva Project, Chick-Fil-A, Cigna, Qualcomm, BEF Foods, Bob Evans Farms	41.7	General Mills	16.4	12
15	13	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7	Newell Rubbermaid	12.7	3
16=	17=	Barker	SlimFast, Physique 57, Legendary Restaurant Brands	12.0		12.0	5
16=	-	SapientRazorfish	JM Smucker Brands(Digital), Church & Dwight Brands(Digital), USAA	12.2		12.0	5
18	14	CP+B	Vonage, Hershey, Jose Cuervo	11.4		11.4	3
19	15	180	MillerCoors, University of Phoenix, ASICS Project	11.0		11.0	3
20	17=	Commonwealth	Chevrolet Brand	10.0		10.0	1
						932.6	135



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Oct 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	Hearts & Science	AT&T	135.0		135.0	1
2	2	PHD	Volkswagen, Carnival Corporation, Old Navy (Digital), MailChimp, Symantec	68.9		68.9	7
3	3	GroupM	Target, IKEA (Media Buying)	39.3		39.3	2
4	4	Horizon Media	Tim Hortons, Avon, LegalZoom, LG Electronics, Chobani, La Quinta Hotels	35.9		35.9	6
5	5	Zenith	Coty, 21st Century Fox, Shangri-La Hotels and Resorts	33.2	H&M	24.4	3
6	6	Havas Media	Shionogi, Tracfone, Swarovski, Eastern Bank, Moen, Avant Project	22.7		22.7	13
7	7	Vizeum	21st Century Fox, Sonos Global, Total S.A. Global	20.5		20.5	5
8	10	Universal McCann	Fitbit, BEF Foods, BMW, Sony Pictures, H&M	22.0	Sony Electronics	14.0	5
9	8	MediaHub	Western Union Global	14.3	La Quinta Hotels	12.6	1
10	-	Merkle	Warner Bros and HBO	12.5		12.5	1
11	9	Assembly	Red Robin, 21st Century Fox, E*Trade, SodaStream	20.4	Gorton's Seafood	10.1	5
12	11	Dentsu Aegis Media	IKEA (Media Buying)	5.0		5.0	1
13	12	Carat	Diageo, JM Smucker Pet Brands	12.5	Sony Mobile & PlayStation	4.9	2
14	-	Optimedia Blue 449	HP Enterprise Global	4.0		4.0	1
15	13	Maxus	PNC, Church & Dwight, Jet.com, Pharmicare	3.5		3.5	4
16	14	Solve	Radisson, American Standard	2.7		2.7	2
17	15	360i	SoFi(Digital), DSW	2.4		2.4	2
18-	16	Harmelin Media	El Pollo Loco, Medical Alert	1.3		1.3	2
18-	17	GKV	Medifast, Bridgestone Golf	1.3		1.3	2
20	-	MBMG	360fly, Sun-Maid Growers of California	0.8		0.8	2
						421.6	67

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.