

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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 US, Neulasta US, Lidl Germany, BASE Mobile Germany	335.6	Sainsbury's UK	256.6	29
2	2	DDB	McDonald's North America, Seat Global, Puma Energy Global, Sky Mobile UK	190.3	Qualcomm US	147.0	257
3	3	Ogilvy	British Airways (Digital) Global, LateRooms.com UK, Motorola Global	161.9	Expedia Europe	137.0	491
4	4	McGarryBowen	United Airlines Global, Clorox Global, JC Penney US, Huawei LATAM	108.7	Staples US	103.7	16
5	5	McCann WorldGroup	Reckitt Benckiser (Lysol/Dettol) Global, GSK(Expert Marketing) Global, Staples US	109.2	Intel (B2B) Global	97.5	412
6	6	Saatchi & Saatchi	GSK Global, Wal-Mart - Asda UK, Wal-Mart US, USAA US	92.0	Club Med Global	81.8	88
7	7	TBWA	Vicks Europe, Intel (B2B) Global, PepsiCo's Izzie Global, Pampers Germany	78.9	MillerCoors US	63.3	126
8	8	Isobar	Martell France, Western Union UK, Huawei UK Project	57.7	Kellogg's UK	57.3	251
9	12	VML	New Balance Global, Electrolux US, Wendy's US, Lipton Brisk US	51.5		51.5	8
10	9	Anomaly	Beats by Dr. Dre Global, Campell Soups Brands US, Crown Royal US, Diesel Global	42.2		42.2	8
11	11	FCB	Clorox Global, Janssen US, Galderma US, Posnaia Poland	46.6	Vonage US	38.0	47
12	13	Y&R	2020 Census US, Chanel UK, Amstel South Africa,	56.2	Marks & Spencer UK	37.7	141
13	-	MMB	Subway US	37.5		37.5	1
14	21	Publicis	HPE Global, Sanofi Pasteur US, P&G (Dishwashing brands) Global	87.0	Wendy's US	26.5	270
15	14	GSD&M	Dodge US, Blue Bunny US	26.0		26.0	2
16-	15	Dentsu	LTA Singapore, Paty & Vienisima (BRF) Argentina, LEXUS China Project	26.5	Weet-Bix Australia	24.7	144
16-	16	Droga5	Google Pixel Global, The New York Times US, Glenmorangie Global	39.4	Diet Coke US	24.7	9
18	17	Cheil Worldwide	William Grant & Sons India, inshorts (Digital) India	23.6	Pfizer Korea	23.1	72
19	10	Mullen Lowe	Union Investment Germany, Fox+ y Fox Play LATAM, Harley Davidson APAC	49.5	USAA US	23.0	61
20	19	BBH	Ray-Ban Global, Absolut Vodka UK, Macy's US, Uber UK, CreditExpert UK	29.3	Newell Rubbermaid US	19.2	8
						1,318.1	2,441



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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	PHD	Volkswagen Global, Canon UK, Cape Union Mart South Africa	178.9	Greenstone Australia	176.2	159
2	2	Hearts & Science	AT&T US	135.0		135.0	1
3	3	Zenith	Coty Global, 21st Century Fox US, Nomad Food Europe, Klook APAC(7 Markets)	84.8	Electrolux US	66.1	80
4	4	Havas Media	Swarovski Global, PKO Bank Polski Poland, La Liga Spain	75.6	Nationwide Building Society UK	66.4	206
5	7	Carat	Premier Foods UK, Coca-Cola Canada, C&A Europe, Mutua Madrileña Spain	89.2	British Gas UK	58.6	317
6	16	Mindshare	Abbott US, Deutsche Bahn Germany, Facebook Germany, Achmea Netherlands	89.0	Tim Hortons US	55.7	353
7	5	GroupM	Target US, Westpac Australia, IKEA (Media Buying) Global	51.1	UrbanClap India	50.2	4
8	6	OMD	Verisure Europe, Ancestry.com US, GAME UK, Estee Lauder UK	73.0	Achmea Netherlands	46.6	231
9	8	Horizon Media	Avon US, Chobani US, La Quinta Hotels US, LG Electronics US	36.1		36.1	7
10	11	Vizeum	Total S.A. Global, Sonos Global, 21st Century Fox US, E.on UK, TSB UK	41.4	BMW UK	35.5	76
11	10	Initiative	IKEA Italy, Graftschafter Germany, Hans Anders Netherlands	44.2	USAA US	29.8	186
12	13	Universal McCann	BEF Foods US, H&M France, M.Video Russia, Calidad Pascual Spain	54.3	Malaysia Airlines Global	21.1	222
13	9	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation Malaysia	21.8	Bridgestone India	20.9	177
14	-	MediaHub	Western Union Global	17.9	La Quinta Hotels US	16.1	1
15	14	Maxus	Pharmacare US, Huawei(Planning) UK, Church & Dwight US, Jet.com US, BT UK	19.2	Linax Matkasse Sweden	16.0	26
16	15	Dentsu Aegis Media	IKEA (Media Buying) Global, Diageo Global	15.0		15.0	2
17	12	Assembly	21st Century Fox US, E*Trade US, SodaStream US, Red Robin US	20.4	21st Century Fox (Fox Sports) US	10.4	5
18	17	Optimedia Blue 449	HPE Global, Intu Shopping Centres UK, Walmart Asda UK	9.7	Perfetti Van Melle Vietnam	9.6	3
19	18	Exterion Media	TfL UK	5.0		5.0	1
20	19	Solve	Radisson US, American Standard US	2.7		2.7	2
						872.9	2,059

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.