

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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, Neulasta, LinkedIn, Subway	293.5	HP Enterprise	232.5	6
2	2	DDB	McDonald's, Time Warner, Jeep, Alfa Romeo, Seat	134.5	Qualcomm	108.5	6
3	3	McGarryBowen	JC Penney, Olive Garden, Mondelez Project, Disney Project	92.1	Staples	87.1	10
4	7	Saatchi & Saatchi	Wal-Mart, GSK, USAA	48.0	Green Giant	45.0	3
5	5	VML	New Balance Global, Electrolux US, Wendy's US, Lipton Brisk US	44.5		44.5	5
6	4	Anomaly	Diesel Global, Beats by Dr. Dre, Campbell Soups Brands, Crown Royal, Buchanan's	40.8		40.8	6
7	-	MMB	Subway	37.5		37.5	1
8	6	Ogilvy	Motorola, Nationwide, Royal Caribbean Project, GSK(Expert Marketing)	38.3	Time Warner	35.3	34
9	9	Droga5	Google Pixel, The New York Times, T-Mobile, Pizza Hut, SheaMoisture, Best Damn ale	38.6	Diet Coke	28.9	8
10	11	McCann WorldGroup	Chick-Fil-A, Cigna, Qualcomm, BEF Foods, Bob Evans Farms	38.7	Pandora	28.4	11
11	8	GSD&M	Dodge, Blue Bunny	26.0		26.0	2
12	12	FCB	Clorox, Janssen, Galderma, Sandoz	25.6	Vonage	17.6	14
13	13	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7	Newell Rubbermaid	12.7	3
14	14	CP+B	Vonage, Hershey, Jose Cuervo	11.4		11.4	3
15	15	180	MillerCoors, University of Phoenix, ASICS Project	11.0		11.0	3
16	73	Razorfish	JM Smucker Brands, Church & Dwight Brands, USAA (Digital)	11.0		10.8	4
17-	16	Commonwealth	Chevrolet Brand	10.0		10.0	1
17-	17	Energy BBDO	LG G5 Project	10.0		10.0	1
17-	23	Barker	SlimFast, Physique 57	10.0		10.0	2
20	18	TBWA	Intel (B2B), PepsiCo's Izzie	11.3	MillerCoors	8.8	2
						816.8	125



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	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	5	Horizon Media	Tim Hortons, Avon, LegalZoom, LG Electronics, Chobani, La Quinta Hotels	35.9		35.9	6
5	4	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	8	Vizeum	21st Century Fox, Sonos Global, Total S.A. Global	20.5		20.5	5
8	-	MediaHub	Western Union Global	14.3	La Quinta Hotels	12.6	1
9	7	Assembly	Red Robin, 21st Century Fox, E*Trade, SodaStream	20.4	21st Century Fox (Fox Sports)	10.4	5
10	9	Universal McCann	BEF Foods, BMW, Sony Pictures, H&M	17.3	Sony Electronics	9.3	4
11	10	Dentsu Aegis Media	IKEA (Media Buying)	5.0		5.0	1
12	11	Carat	Diageo, JM Smucker Pet Brands	12.5	Sony Mobile & PlayStation	4.9	2
13	13	Maxus	Church & Dwight, Jet.com, Pharmicare	3.0		3.0	3
14	12	Solve	Radisson, American Standard	2.7		2.7	2
15	14	360i	SoFi(Digital), DSW	2.4		2.4	2
16	16	Harmelin Media	El Pollo Loco, Medical Alert	1.3		1.3	2
17	15	GKV	Medifast	1.2		1.2	1
18-	17	Moroch Partners	Dickies	0.5		0.5	1
18-	18	Amusement Park	Los Angeles Angels	0.5		0.5	1
18-	19	R2C Group	Leesa	0.5		0.5	1
						400.7	63

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.