



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / June 2019

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	DDB	McDonald's India, iShares Global, Amway - Nutrilite China, B&D Group Australia, PlayStation Global	101.1	Volkswagen UK	98.5	117	
2	2	Ogilvy	Walgreens Boots Alliance US, Standard Bank S Africa, Transport for NSW Road Safety Australia	82.8	National Citizen Service UK creative	80.0	165	
3	3	Havas Worldwide	Pepsico US Project, Michelin France, Sydney Water Australia	69.1		67.7	70	
4	4	Leo Burnett	Corrs Light US, Facebook Messenger Global, Yili-Ambrosial China, Iceland UK, Lincoln China	56.7	CCB China	55.8	94	
5	6	R/GA	Slack US, Sunchips US, Tresseemme US, Airbnb US	35.8		35.3	28	
6	7	Publicis	Nike China, Zee5 Domestic Business India, Samsung SEA Singapore	35.1	DS China	33.9	112	
7	16	TBWA	Mountain Dew US, University of Phoenix US	30.5	Standard Bank S Africa	28.6	9	
8	5	BBDO	WhatsApp Global, Continental Tires Europe, Champion Sportswear US, Cielo Brazil, Bumble India	45.3	Mountain Dew US	27.3	53	
9	8	Droga5	Facebook Global, OnePlus UK, GoCompare US, Glenmorangie Global	25.5		25.5	5	
10	10	Johannes Leonardo	Volkswagen US, Gap US	23.8		23.8	2	
11	12	Digitas	Coke Thailand, Pernod Ricard China, Tencent China Project	19.0		19.0	50	
12	11	Anomaly	Porsche Global, PokerStars, Stars Group Global, Johnnie Walker Global	18.0		18.0	3	
13	18	McCann WorldGroup	Three UK, ADT US, TGI Fridays US	24.0	Amway - Nutrilite China	17.6	91	
14	15	VMLY&R	Walgreens Boots Alliance US, Big Bazaar India, Ausgrid US, Roewe China, Chuck E. Cheese US	21.3		16.2	79	
15	21	Dentsu	Britannia Timepass India, Mazhavil Manorama India, Geojit Financial Services India, Subway Singapore	18.6	Liby China	15.4	127	
16	9	FCB	The Premier League UK, Sun Pharma: Cequa US, Yoki Brazil	23.4	Nivea US	15.2	33	
17	17	Wunderman Thompson	Centrica UK, Shell Mexico, 3M Mexico Digital	15.7	Eucerin	15.1	67	
18	14	Saatchi & Saatchi	Grohe Germany, Visit Victoria Australia, Lenovo China Project	16.3	Haagen-Dazs Global	13.2	46	
19	19	Publicis Sapient	Department of Health and Human Services US	11.7		11.7	2	
20	127	Isobar	Pfizer Taiwan, CTBC Bank Taiwan, Mead Johnson Nutrition Taiwan	19.7		11.7	130	
						2019(Jan-Jun):	809.9	1,739
						2018(Jan-Jun):	1,084.4	2,154
						YoY Comparison:	-25.3%	-19.3%



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / June 2019

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	3	OMD	McDonald's US, Storck UK, Renault Sports UK	103.8	Lovely Professional University India	100.1	229	
2	2	Carat	Coca-Cola Spain, Generalitat de Catalunya Spain, ACCA India	106.5	Super Retail Group Australia	93.7	59	
3	1	Horizon Media	Eharmony US, Avis US, Belk US, Peloton US, Petco US	92.7		92.7	33	
4	4	Mindshare	Ministry of Tourism India, General Mills China Digital Project, Toppr Technologies India	65.2	Iconix Netherlands	63.9	183	
5	5	Havas Media	TIM Brazil, Clorox LATAM, Changi Airport Group Singapore	37.7	GET Norway	36.0	82	
6	9	Spark Foundry	Allergan US, MGA Australia, PPG Australia	35.4		35.3	17	
7=	7	Universal McCann	Mattel Europe, Asia, Africa, Coca Cola South Pacific, Slater & Gordon Australia	30.6	Yorkshire Building Society UK	28.3	47	
7=	6	Wavemaker	Eurostar Global, Odisha Tourism India, AutoSports Australia	40.1	Ahold Netherlands	28.3	85	
9	8	MediaHub	JWH Australia, CSR Australia, National Health Service UK Planning	17.6		17.6	10	
10	12	dentsu X	Ahold Netherlands, Upfield Global, Parques Reunidos Spain	13.3	Svyaznoy Russia	11.8	63	
11	11	Initiative	Groupm EMEA & APAC, KPMG Australia	14.7	Storck UK	9.6	47	
12	13	M/SIX	Electronic Arts Global, RegionsBank US	4.3		4.3	2	
13	289	PHD	WeWork US, AIEP Chile, Gobierno de Chile	22.8	Slater & Gordon Australia	2.7	140	
14=	14=	Empower	PetSmart US	2.5		2.5	1	
14=	14=	Crossmedia	Etiihad Airways Global	2.5		2.5	1	
16	-	Arena Media	Universal Music Group UK, Travelocity US	2.8	Parques Reunidos Spain	2.2	2	
17	16	Madison Media	Marico India, Marico Media India	2.0		2.0	1	
18	17	Atomic 212	Spirit of Tasmania Australia, NT government Australia	1.5		1.5	3	
19	18	Essence	L'Oreal UK, UpGrad India, UpGrad India	1.3		1.3	3	
20	19	Ikon	Metagenics Australia, Lindt Australia	1.3	MGA Entertainment Australia	1.1	3	
						2019(Jan-Jun):	401.2	1,144
						2018(Jan-Jun):	447.6	1,247
						YoY Comparison:	-10.4%	-8.3%

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.