



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / July 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 | DDB | iShares Global, PlayStation Global, iShares by BlackRock US, Corona | 34.7 | | 34.7 | 7 | |
| 2 | 1 | Leo Burnett | Corrs Light US, Facebook Messenger Global | 33.0 | | 33.0 | 2 | |
| 3 | 2 | Havas Worldwide | Pepsico US Project, Air Wick (Reckitt Benckiser) US Project, Kombrewcha (AB InBev) US, Donut Shop US Project | 31.0 | | 31.0 | 19 | |
| 4 | 4 | Johannes Leonardo | Volkswagen US, Gap US | 23.8 | | 23.8 | 2 | |
| 5 | 5 | R/GA | Slack US, Innovasport US Projec, Fritos US Project, January.ai US | 24.2 | | 23.7 | 19 | |
| 6 | 14 | Mother | Target US, Wrangler US, Sonic Drive-Ins US | 23.5 | | 23.5 | 4 | |
| 7 | 6 | TBWA | Mountain Dew(PepsiCo Brand) US, University of Phoenix US, Refinitiv | 22.5 | | 22.5 | 5 | |
| 8 | 7 | Ogilvy | Walgreens Boots Alliance US, Instagram Global, Los Cabos | 22.3 | | 21.3 | 6 | |
| 9 | 11 | Anomaly | Porsche Global, Stars Group Global, Johnnie Walker Global, Vodafone | 15.5 | | 15.5 | 4 | |
| 10 | 8 | Huge | Pantone Global, Brooks Running Company | 15.0 | | 15.0 | 3 | |
| 11 | 9 | Droga5 | Facebook Global, Glenmorangie Global, GoCompare US | 13.6 | | 13.6 | 3 | |
| 12 | - | Camp + King | Papa John's Pizza US | 12.5 | | 12.5 | 1 | |
| 13 | - | Wieden + Kennedy | McDonald's US project | 12.0 | | 12.0 | 2 | |
| 14 | 10 | Publicis Sapiient | Department of Health and Human Services US | 11.2 | | 11.2 | 1 | |
| 15 | 12 | VMLY&R | Walgreens Boots Alliance US, Microsoft Modern Life & Devices | 10.7 | Premier League Global | 9.1 | 20 | |
| 16 | 13 | WPP | VodafoneZiggo US, Distell US | 6.5 | | 6.5 | 3 | |
| 17 | 15 | Assembly | Hackensack Meridian Health US, GameStop US, Prestone US | 5.4 | | 5.4 | 3 | |
| 18 | 16 | MullenLowe Group | William Hill US, Grey Goose | 5.0 | | 5.0 | 2 | |
| 19 | 17 | McCann WorldGroup | ADT Inc. US, TGI Fridays US | 6.5 | | 4.8 | 3 | |
| 20 | 23 | Wunderman Thompson | Duracell Global, Kaspersky Global | 4.5 | | 4.5 | 2 | |
| | | | | | | 2019(Jan-Jul) | 297.1 | 253 |
| | | | | | | 2018(Jan-Jul) | 354.3 | 270 |
| | | | | | | YoY Comparison: | -16.1% | -6.3% |

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / July 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 | Horizon Media | Eharmony US, Avis US, Belk US, Peloton US, Petco US | 92.2 | | 92.2 | 33 | |
| 2 | 2 | Carat | Procter & Gamble | 90.0 | | 90.0 | 1 | |
| 3 | 3 | OMD | McDonald's US, Boehringer Ingelheim Vetmedica Global, NFL US | 57.0 | | 54.5 | 12 | |
| 4 | 4 | Spark Foundry | Allergan US, NBC Universal Entertainment US, MCM Worldwide US | 20.0 | | 20.0 | 3 | |
| 5 | - | Starcom | Novartis Global, Vistaprint N. America | 22.5 | Hallmark Cards | 18.3 | 2 | |
| 6 | 5 | MediaHub | Fox Corporation US, Ecobee US, Sennheiser Global, At Home based in Plano US | 15.8 | | 15.8 | 5 | |
| 7= | 6 | Universal McCann | Aetna US, Energizer US, TGI Fridays US, Just Eat Global | 7.6 | | 6.6 | 4 | |
| 7= | 12 | PHD | The Stars Group Global, TikTok Global, WeWork US, Chuck E. | 6.6 | | 6.6 | 6 | |
| 9 | 8 | M/SIX | Electronic Arts Global | 3.2 | | 3.2 | 2 | |
| 10 | 9= | Initiative | Nintendo US, Keurig Dr Pepper US | 5.0 | Ecobee US | 2.5 | 2 | |
| 11 | 9= | Empower | PetSmart US | 2.5 | | 2.5 | 3 | |
| 12 | 9= | Arena Media | Travelocity US | 2.5 | | 2.5 | 1 | |
| 13 | 13 | Crossmedia | Etihad Airways Global | 1.3 | | 1.3 | 1 | |
| 14 | 14 | BSSP | Columbia Sportswear US | 1.0 | | 1.0 | 1 | |
| 15= | 15= | Slingshot | Dickey's Barbecue Restaurants US | 0.5 | | 0.5 | 1 | |
| 15= | 15= | Ikon | Lindt & Sprungli US | 0.5 | | 0.5 | 1 | |
| 15= | - | Bohemia | Berlitz US | 0.5 | | 0.5 | 1 | |
| 18= | 17= | The Tombras Group | Great Clips US | 0.3 | | 0.3 | 1 | |
| 18= | 17= | The Specialist Works | Farewill US | 0.3 | | 0.3 | 1 | |
| 18= | 17= | Mindshare | Ceva US, Hearinglife US | 0.3 | | 0.3 | 2 | |
| | | | | | | 2019(Jan-Jul) | 172.8 | 107 |
| | | | | | | 2018(Jan-Jul) | 189.5 | 111 |
| | | | | | | YoY Comparison: | -8.8% | -3.6% |

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.