

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / April 2015

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	Wieden & Kennedy	Verizon, KFC, Yoplait, Milka, Sprite	105.5	Weight Watchers	85.5	5
2	2	72andSunny	Axe / Lynx, Adidas	35.0		35.0	2
3	3	McCann WorldGroup	Braman Motorcars, Chevy Silverado, Mgm Grand Detroit	26.3		26.3	5
4	4	R/GA	E*Trade(TV), Simple	25.0	Ameriprise	21.0	2
5	5	RPA	Apartments.com, Tempur Sealy	15.6		15.6	2
6	9=	DDB	American Cancer Society, Pirelli	12.0		12.0	3
7	6	AKQA	Delta Airlines(Digital)	10.0		10.0	1
8	11	Grey Group	Pandora Jewellery, SunEdison	9.2		9.2	3
9	7	JWT	Treasury Wine Estates	18.5	Vonage	8.5	4
10	8	Santy	Delta Air Line, China Mist Iced Tea(Digital)	8.2		8.2	2
11	9=	The Richards Group	Schwab Trading Services, Alfa Romeo Project	7.0		7.0	2
12	12	David&Goliath	Jack In The Box Project, ZICO	5.8		5.8	2
13	13	The VIA Agency	Golden Corral	5.6		5.6	1
14=	14	Lloyd & Co	Pepsi project	5.0		5.0	1
14=	-	DiMassimo Goldstein	Weight Watchers	5.0		5.0	1
16=	16=	Heat	Hotwire.com	4.0		4.0	1
16=	16=	Anomaly	Major League Baseball	4.0		4.0	1
16=	16=	MUH-TAY-ZIK   HOF-FER	Audi(Social), AD2SF Olympics	4.0		4.0	2
16=	16=	Organic	Wells Fargo	4.0		4.0	1
16=	21	Venables Bell & Partners	Samsung Appliances	4.0		4.0	1
						279.6	42

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / April 2015

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	OMD	Wells Fargo, JCPenney, Bacardi	36.7	DE Master Blenders	32.9	6
2	2	PHD	SC Johnson(Planning), Unilever(Search), Converse	19.5		19.5	5
3	5	Horizon Media	CarMax, Qdoba, Lindt, STX Entertainment, Vtech	11.0		11.0	5
4=	3=	Initiative	Papa John's Pizza, Hotwire.com, GoDaddy.com, Hotwire.com	10.0		10.0	4
4=	3=	Carat	NRG, Great Call	10.0		10.0	3
6	6	Universal McCann	Sony, New York State Lottery, Hotwire, Ghirardelli	10.9	Wells Fargo	5.9	4
7	7	BPN	Tyson, Sears Project, Emblem	5.7		5.7	3
8	8	Havas Media	Safelite, BOOSTCASE	5.5		5.5	6
9	9	360i	Spotify(Digital)	2.5		2.5	1
10	10	Resolution Media	3M,Texas Instruments	2.1		2.1	2
11=	11	Doner	Highmark Health	1.5		1.5	1
11=	-	CrossMedia	GNC	1.5		1.5	1
13=	12=	iCrossing	Sunrun	1.0		1.0	1
13=	12=	Hasan + Co.	Extended Stay America(Digital)	1.0		1.0	1
13=	-	Mullen	Scott's Lawn care	1.0		1.0	1
16=	14=	Believe Advertising	Nad's	0.5		0.5	1
16=	14=	Pitch	Haggen	0.5		0.5	1
18	-	ZenithOptimedia		0.0	Les Schwab	-0.6	0
19	-	MEC		0.0	Scott's Lawn care	-1.0	0
20	17	Assembly	American Legacy	2.8	Pfizer(Planning)	-3.2	1
						107.4	47

### METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 for clients across the region.

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