

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / May 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, General Mills Totino's	37.0		37.0	3
3	3	McCann WorldGroup	Braman Motorcars,Chevy Silverado, Mgm Grand Detroit	26.3		26.3	5
4	5	RPA	Apartments.com, Tempur Sealy, AMPM	17.6		17.6	3
5	4	R/GA	E*Trade(TV), Simple	25.0	Ameriprise	17.0	2
6	8	Grey Group	Pandora Jewellery, SunEdison, LendingTree	16.2		16.2	5
7	7	AKQA	Delta Airlines(Digital), Volvo Cars	14.0		14.0	2
8	6	DDB	American Cancer Society, Pirelli, The Singleton Malt	12.8		12.8	4
9	-	Barker	Slim-Fast	10.0		10.0	1
10	10	Santy	Delta Air Line, China Mist Iced Tea(Digital)	8.2		8.2	2
11-	-	SS+K	Comcast	8.0		8.0	1
11-	-	Johannes Leonardo	PlayStation Vue	8.0		8.0	1
13	11	The Richards Group	Schwab Trading Services, Alfa Romeo Project	7.0		7.0	2
14	-	OKRP	Ace Hardware	6.3		6.3	1
15	-	CP+B	PayPal, 75th Miami International Boat Show	6.1		6.1	4
16	12	David&Goliath	Jack In The Box Project, ZICO	5.8		5.8	2
17	13	The VIA Agency	Golden Corral	5.6		5.6	1
18-	14=	Lloyd & Co	Pepsi project	5.0		5.0	1
18-	14=	DiMassimo Goldstein	Weight Watchers	5.0		5.0	1
20	-	Lowe	Royal Caribbean Cruises	8.0	U.S. Navy	4.0	1
						305.4	47

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / May 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, Norwegian Cruise Line	38.6	DE Master Blenders	34.9	7
2	2	PHD	SC Johnson(Planning), Unilever(Search), Converse	25.5		25.5	7
3	3	Horizon Media	Lindt, STX Entertainment, Snyder's-Lance	11.8		11.8	6
4	5	Carat	NRG, Great Call, LongHorn Steakhouse	11.3		11.3	4
5	4	Initiative	Papa John's Pizza, Hotwire.com, GoDaddy.com, Hotwire.com	10.0		10.0	4
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, DeVrey University	5.7		5.7	4
8	8	Havas Media	Safelite, BOOSTCASE	5.5		5.5	6
9	9	360i	Spotify(Digital), LongHorn Steakhouse	3.3		3.3	2
10	10	Resolution Media	3M,Texas Instruments	2.1		2.1	2
11=	11=	Doner	Highmark Health	1.5		1.5	1
11=	11=	CrossMedia	GNC	1.5		1.5	1
13	-	Kepler Group	Bed Bath & Beyond	1.4		1.4	1
14=	13=	iCrossing	Sunrun	1.0		1.0	1
14=	13=	Hasan + Co.	Extended Stay America(Digital)	1.0		1.0	1
16	13=	Mullen	Scott's Lawn care	1.0		1.0	1
17=	16=	Believe Advertising	Nad's	0.5		0.5	1
17=	16=	Pitch	Haggen	0.5		0.5	1
19	18	ZenithOptimedia		0.0	Les Schwab	-0.6	0
20	19	MEC		0.0	Scott's Lawn care	-1.0	0
						122.7	54

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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 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 for clients across the region.

For more details please write to greg@rthree.com