

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / June 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	Bud Light, Verizon, KFC, Yoplait, Milka, Sprite	140.5	Heineken	112.5	7
2	2	72andSunny	Axe / Lynx, Adidas, General Mills Totino's	37.0		37.0	3
3	5	R/GA	E*Trade(TV), Simple, Verizon(digital)	35.0	Ameriprise	27.0	3
4	3	McCann WorldGroup	Braman Motorcars,Chevy Silverado, Mgm Grand Detroit	26.3		26.3	5
5	7	AKQA	Delta Airlines(Digital), Volvo Cars, Verizon(digital)	24.0		24.0	3
6	4	RPA	Apartments.com, Tempur Sealy, AMPM	17.6		17.6	3
7	6	Grey Group	Pandora Jewellery, SunEdison, LendingTree	16.2		16.2	5
8	8	DDB	American Cancer Society, Pirelli, The Singleton Malt	12.8		12.8	4
9	15	CP+B	Paypal, Anheuser Busch, Braintree, Santa Margherita	11.1		11.1	9
10	41	Publicis	Heineken, Kindercare, Visit Seattle, Knowledge Universe	12.5	Homewood Suites	10.5	4
11	9	Barker	Slim-Fast	10.0		10.0	1
12	25	Venables Bell & Partners	Samsung Appliances	8.5		8.5	2
13	10	Santy	Delta Air Line, China Mist Iced Tea(Digital)	8.2		8.2	2
14=	11=	SS+K	Comcast	8.0		8.0	1
14=	11=	Johannes Leonardo	PlayStation Vue	8.0		8.0	1
16=	13	The Richards Group	Schwab Trading Services, Alfa Romeo Project	7.0		7.0	2
16=	80	JWT	Special K, Apollo Tyres, North Shore-LIJ	25.0	Vonage	7.0	7
18	14	OKRP	Ace Hardware	6.3		6.3	1
19	16	David&Goliath	Jack In The Box Project, ZICO	5.8		5.8	2
20	17	The VIA Agency	Golden Corral	5.6		5.6	1
						369.4	66

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / June 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	2	PHD	SC Johnson(Planning), Unilever(Search), Converse	25.5		25.5	7
2	19	ZenithOptimedia	Coty	24.0		23.5	1
3	3	Horizon Media	Lindt, STX Entertainment, Snyder's-Lance	11.8		11.8	6
4	4	Carat	EMC Global, NRG, Great Call, LongHorn Steakhouse	11.7		11.7	5
5	1	OMD	Wells Fargo, JCPenney, Bacardi, Norwegian Cruise Line	38.6	DE Master Blenders	10.9	7
6	5	Initiative	Albertsons/Safeway, Papa John's Pizza, Hotwire.com, GoDaddy.com	10.0		10.0	5
7	6	Universal McCann	Sony, New York State Lottery, Hotwire, Ghirardelli	10.9	Wells Fargo	5.9	4
8	7	BPN	Tyson, Sears Project, Emblem, DeVrey University	5.7		5.7	4
9	8	Havas Media	Safelite, BOOSTCASE	5.5		5.5	6
10	9	360i	Spotify(Digital), LongHorn Steakhouse	3.3		3.3	2
11	10	Resolution Media	3M,Texas Instruments	2.1		2.1	2
12=	11=	Doner	Highmark Health	1.5		1.5	1
12=	11=	CrossMedia	GNC	1.5		1.5	1
14	13	Kepler Group	Bed Bath & Beyond	1.4		1.4	1
15=	14=	iCrossing	Sunrun	1.0		1.0	1
15=	14=	Hasan + Co.	Extended Stay America(Diigtal)	1.0		1.0	1
15=	16	Mullen	Scott's Lawn care	1.0		1.0	1
18=	17=	Believe Advertising	Nad's	0.5		0.5	1
18=	17=	Pitch	Haggen	0.5		0.5	1
20	20	MEC		0.0	Scott's Lawn care	-1.0	0
						123.1	57

### METHODOLOGY

The R3 New Business League has been compiled each of the last 154 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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