

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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 US, Corona Extra Netherlands, Action For Children UK           | 148.5                                | Heineken US                | 102.1                                   | 13         |
| 2               | 2               | McCann WorldGroup  | CISA Colombia, Nestle Purina Australia Project, Toyo Tires Japan Project | 75.5                                 | FairPrice Singapore        | 72.5                                    | 237        |
| 3               | 3               | DDB                | British Paints Australia, RHB Indonesia, HIRA Korea                      | 77.0                                 | Audi Australia             | 69.5                                    | 155        |
| 4               | 4               | R/GA               | Verizon(digital) US, Twitter Australia                                   | 73.1                                 | Volvo Cars(digital) Global | 61.1                                    | 6          |
| 5               | 5               | Grey Group         | P&G Brand Global, Generali Investments Europe, LendingTree US            | 48.0                                 | Ubisoft EMEA               | 45.5                                    | 42         |
| 6               | 7               | JWT                | Special K US&LATAM, Apollo Tyres Global, North Shore-LIJ US              | 67.2                                 | Royal Caribbean Cruises UK | 44.1                                    | 129        |
| 7               | 6               | 72andSunny         | General Mills(Totino's) US, Axe / Lynx Global, Adidas US                 | 42.0                                 |                            | 42.0                                    | 3          |
| 8               | 12              | Havas Worldwide    | R&B Foods US, RATP France, Lidl France                                   | 54.0                                 | PayPal Global              | 31.9                                    | 14         |
| 9               | 10              | AKQA               | Verizon(digital) US, Delta Airlines(Digital) US, Volvo Cars Global       | 28.0                                 |                            | 28.0                                    | 3          |
| 10              | 8               | Saatchi & Saatchi  | Toyota Corolla Australia, Geely Car China, FWD Insurance APAC            | 27.1                                 | Boxer Sweden               | 24.8                                    | 13         |
| 11              | 16              | Y&R                | AAE Japan Project, Virgin Australia Project, Ardent Leisure Australia    | 37.0                                 | AGL Australia              | 19.5                                    | 76         |
| 12              | -               | CP+B               | PayPal Global, Braintree US, Betsafe Global                              | 18.6                                 |                            | 18.6                                    | 15         |
| 13=             | 13              | Lowe               | Tata Starbucks India, Dutchmill Thailand, Khmere Brewery Thailand        | 25.3                                 | The Laughing Cow Vietnam   | 17.6                                    | 75         |
| 13=             | 11              | RPA                | Apartments.com US, Tempur Sealy US, AMPM US                              | 17.6                                 |                            | 17.6                                    | 3          |
| 15              | 21              | Publicis           | Heineken US, Tencent Game China Project, Barclays South Africa           | 25.8                                 | RATP France                | 16.7                                    | 114        |
| 16=             | 14=             | Hirschen Group     | MediaMarkt Germany                                                       | 14.5                                 |                            | 14.5                                    | 1          |
| 16=             | 14=             | TLGG               | MediaMarkt Germany                                                       | 14.5                                 |                            | 14.5                                    | 1          |
| 18              | -               | Ogilvy             | SanQuan China, I DO China, Tianjin Eco-city China Project                | 99.4                                 | E*Trade US                 | 13.9                                    | 313        |
| 19              | 19              | Dentsu             | Maruti Suzuki India, Tung Ho Steel Taiwan, Pernord Ricard Taiwan         | 17.0                                 | Moet Hennessy Taiwan       | 13.0                                    | 136        |
| 20              | 17              | The Richards Group | Schwab Trading Services US, Alfa Romeo US Project,                       | 12.0                                 |                            | 12.0                                    | 3          |
|                 |                 |                    |                                                                          |                                      |                            | 679.5                                   | 1,352      |

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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               | PHD               | SC Johnson(buying) Global, Ferrero Emerging markets, Bacardi China        | 84.3                                 | Red Bull Philippines           | 81.7                                    | 77         |
| 2               | 3               | Carat             | Medibank Australia, Lefdal Norway, EMC Global                             | 49.8                                 | QBE Insurance Australia        | 46.3                                    | 296        |
| 3               | 2               | OMD               | Virgin Trains East Coast UK, Ferrero Taiwan                               | 80.0                                 | Coty N.America & Europe        | 40.7                                    | 120        |
| 4               | -               | ZenithOptimedia   | Coty N.America & Europe, Uniqlo UK, Sanofi Korea                          | 43.4                                 | Pernod Ricard Spain            | 28.4                                    | 50         |
| 5               | 4               | Havas Media       | Ubisoft UK, SingTel Singapore, QBE Insurance Australia                    | 41.8                                 | Warner Music France            | 28.3                                    | 85         |
| 6               | 5               | Mediacom          | Tempur UK, Pernod Ricard Spain, Demirören Holding Turkey                  | 38.2                                 | Etihad Airways Partners Global | 15.8                                    | 136        |
| 7               | 11              | Vizeum            | VF Corporation Europe, Weetabix UK, Warner Music France                   | 18.8                                 | Jet Airways India              | 13.2                                    | 109        |
| 8               | 7=              | Universal McCann  | General Mills Spain, Sobeys Canada Project, Lenovo Russia Project         | 30.6                                 | Tempur UK                      | 12.3                                    | 242        |
| 9               | 6               | Horizon Media     | Lindt US, STX Entertainment US, Snyder's-Lance US                         | 11.8                                 |                                | 11.8                                    | 6          |
| 10              | 10              | Dentsu Media      | Japanese Govt Project, FAW-Volkswagen Magotan China Project, Suzuki India | 12.7                                 | Sands(Digital) China           | 11.7                                    | 133        |
| 11              | -               | Starcom MediaVest | Etihad Airways Partners Global, ABI Korea, Unilab Philippines             | 20.4                                 | Converse North America         | 11.5                                    | 28         |
| 12              | 12              | Initiative        | Soriana Mexico, Bose Canada, Go Daddy Canada                              | 28.7                                 | Nippon Paint Thailand          | 10.8                                    | 104        |
| 13              | 7=              | MEC               | Microsoft Store China, Uber Taxi India, Global Consumer Products India    | 14.3                                 | Singtel Singapore              | 10.5                                    | 65         |
| 14              | 9               | BPN               | Samsung Life Insurance Thailand, Tyson US, Emblem US                      | 9.9                                  |                                | 9.9                                     | 12         |
| 15              | 13              | Arena             | CIC France                                                                | 5.4                                  |                                | 5.4                                     | 1          |
| 16              | 14              | 360i              | Spotify Digital                                                           | 3.3                                  |                                | 3.3                                     | 2          |
| 17              | 15              | GDAD              | Dongfeng Yueda Kia China                                                  | 2.5                                  |                                | 2.5                                     | 1          |
| 18              | 17              | Resolution Media  | 3M US, Texas Instruments US                                               | 2.1                                  |                                | 2.1                                     | 2          |
| 19=             | 18=             | Doner             | Highmark Health US                                                        | 1.5                                  |                                | 1.5                                     | 1          |
| 19=             | 18=             | CrossMedia        | GNC US                                                                    | 1.5                                  |                                | 1.5                                     | 1          |
|                 |                 |                   |                                                                           |                                      |                                | 349.1                                   | 1,471      |

### 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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