

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	Nurofen Global, Secret Deodorant Global, Cadbury UK, TK Maxx UK	169.5	Heineken US	121.6	18
2	2	Ogilvy	Coca-Cola US, Morton Salt US, Aeroméxico Mexico	148.3	Midea International Hong Kong	100.2	719
3	5	McCann WorldGroup	LATAM Airlines Group Global, Hulu US, Admiral Insurance UK, Airmate China	102.3	American Airlines Global	90.9	400
4	3	DDB	Lifelock US, H&M David Beckham Global, Pears Skincare Global	124.6	Flora Margarine UK	86.8	255
5	4	BBDO	Subway US, Priceline.com US, ING Direct France, Helloworld Australia	148.7	Volkswagen New Zealand	78.4	80
6	6	J Walter Thompson	Emirates UK&US, Coca-Cola Brazil, Double A China Project	88.9	Royal Caribbean Cruises UK	64.0	250
7	8	Grey Group	Pernod-Ricard US, Best Buy US Project, Graffigna Wines US	60.5	Olive Garden US	57.2	52
8	7	72andSunny	Coors Brand US, General Mills(Totino's) US, Axe / Lynx Global, Adidas US	57.0		57.0	4
9	9	Havas Worldwide	Kmart US, R&B Foods US, Cracker Barrel US	80.5	Nurofen Global	40.7	18
10	10	Kolle Rebbe	O2 Germany, Krombacher beer Germany, Netflix Germany	33.4		33.4	3
11	12	Publicis	Samsonite Europe, Laurent-Perrier France, Bulla Dairy Australia	52.5	Hilton Hotels US	33.2	276
12	11	BETC	Bouygues Telecom France, Ubisoft EMEA, Sephora Europe	34.3	Diet Coke UK	32.3	6
13	14	Dentsu	Chia Tai China, Teacher's Brazil, Jinmailang China	34.5	Junlebao China	28.6	221
14	13	AKQA	Verizon(Digital) US, Delta Airlines(Digital) US, Volvo Cars Global	28.0		28.0	3
15	17	Y&R	GKB Rx Lens India, Nitto Denko Japan Project, Ecover Europe	61.4	Lloyds Bank UK	27.7	147
16	15	Mullen Lowe	Ulta Beauty US, California Avocados US, GAP LATAM	35.6	GKB Rx Lens India	26.1	99
17	313	McGarryBowen	Olive Garden US, JC Penney US	30.0	Sears US	25.8	2
18	16	R/GA	Signal (digital) Global, Jet.com US	37.7	Volvo Cars(digital) Global	25.7	8
19	18	Saatchi & Saatchi	FWD Insurance APAC, Bathstore.com UK, The Big Issue UK	28.7	Laurent-Perrier France	19.8	16
20	19	CP+B	PayPal Global, Braintree US, Betsafe Global	18.6		18.6	15
						995.9	2,592

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	4	Universal McCann	Johnson & Johnson Global, CVS US, Mars(Digital Buying) US	159.8	BASF Global	133.2	316
2	1	Starcom MediaVest	Citigroup Global, Walmart Mexico, Mars(Digital Buying) US	161.3	GSK Global	121.2	70
3	2	PHD	Virgin Atlantic UK, PokerStars Germany&Bulgaria, Magners UK	102.8	Jenny Craig Australia	99.7	135
4	3	Carat	Mondelez NA/EU/APAC, Lionsgate UK, Barbeques Galore Australia	104.0	Simplot Foods Australia	89.9	407
5	5	Havas Media	Proximo US, Sears US, National Association of Realtors US	88.2	Indosat Indonesia	65.5	147
6	6	Mindshare	General Mills Global, Booking.com North America, American Express Japan	69.6	Celebrity Cruises US	40.3	84
7	7	Canvas Worldwide	Hyundai Motor US, Kia Motor US	35.0		35.0	2
8	9	Mediacom	American Airlines Global, Novartis APAC Regional, Bayer Japan	62.2	Suntory UK	26.9	189
9	8	Dentsu Media	Japanese Govt Japan Project, FAW-Volkswagen Magotan China Project, Suzuki India	21.3	Kurl-on India	17.8	188
10	10	Vizeum	BBC Australia, PedidosYa Argentina, Krung Thai Bank Thailand	23.7	DHL Global	16.3	140
11	12	OMD	Bayer US, MCM Klosterfrau Germany, Diageo Mexico	119.5	Johnson & Johnson US	12.8	219
12	11	Horizon Media	Lindt US, STX Entertainment US, ABC TV (digital) US	14.3	Manufacture Client US	11.5	7
13	13	BPN	Tyson US, Emblem US, CCU-Ecusa US, Propais Colombia	11.0		11.0	16
14	14	360i	Spotify US Digital, LongHorn Steakhouse US, Eurostar UK	3.7		3.7	3
15	15	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
16	16	Resolution Media	3M US, Texas Instruments US	2.1		2.1	2
17	17	Blue 449	David Lloyd Leisure UK, Carphone Warehouse UK	4.2	Halfords UK	1.9	4
18	18=	Doner	Highmark Health US	1.5		1.5	1
19=	20	The7Stars	Prostate Cancer UK, Iceland UK, Victoria Plumb UK	2.9	Uniqlo UK	1.4	5
19=	21	Kepler Group	Bed Bath & Beyond US	1.4		1.4	1
						695.5	1,937

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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.

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