

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / May 2016

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	Anomaly	Beats by Dr. Dre, Campbell Soups Brands US, BBC Project	37.4		37.4	3
2	1	VML	Wendy's	34.0		34.0	1
3	36	GSD&M	Dodge US, Blue Bunny US	26.0		26.0	2
4	3	Ogilvy	Motorola, Nationwide, Royal Caribbean Project, Beam Suntory Brands	27.3	Time Warner	24.3	31
5	5	Mullen Lowe	USAA, Hyatt Hotels, Unilever Cornetto(Digital)	20.7		20.7	3
6	6	Droga5	T-Mobile, Pizza Hut, SheaMoisture	20.8	Motorola	18.3	3
7	12	McGarryBowen	Brand USA tourism, United Airlines, Clorox	13.1		13.1	3
8	4	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7	Newell Rubbermaid	12.7	3
9	8	DDB	Time Warner, Jeep, Alfa Romeo	32.5	Clorox	11.5	3
10	18	CP+B	Vonage, Hershey, Jose Cuervo	11.4		11.4	3
11	9	180	MillerCoors, University of Phoenix, ASICS Project	11.0		11.0	3
12=	10=	Commonwealth	Chevrolet Brand	10.0		10.0	1
12=	10=	Energy BBDO	LG G5 Project	10.0		10.0	1
14	7	FCB	Clorox, Fiat/Chrysler Project, Pearson Project Literacy	16.9	Vonage	8.9	3
15	13	McCann WorldGroup	Chevrolet Brand, Mastercard(Digital)	8.0	Pandora	6.6	2
16	14	Figliulo & Partners	Macy's, AC Hotels by Marriott, Pete & Gerry's Eggs	6.3		6.3	3
17	16	Phenomenon	Intuit	5.0		5.0	1
18	17	Arnold Worldwide	Angie's List, Viberzi	6.5	New Balance	3.5	2
19=	19=	Cloudfactory	Heineken (Strongbow Apple Ciders)	3.0		3.0	1
19=	19=	Periscope	Minnesota Lottery	3.0		3.0	1
						276.7	73

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / May 2016

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	3	PHD	Volkswagen, Carnival Corporation, Delta Airlines, Old Navy (Digital), MailChimp	68.6		68.6	6
2	1	GroupM	Target	34.3		34.3	1
3	-	Assembly	21st Century Fox, E*Trade, SodaStream	19.3		19.3	4
4	18	Zenith	21st Century Fox, Shangri-La Hotels and Resorts	15.2	H&M	13.4	2
5	4	Universal McCann	Sony Pictures, H&M, Tourism Australia	12.3	Sony Electronics	4.3	3
6	8	OMD	Georgia Lottery, Sanderson Farms, Sony Music, Ancestry.com	3.5	Virgin Atlantic Project	2.8	6
7	5	Solve	Radisson, American Standard	2.7		2.7	2
8	6	Havas Media	Eastern Bank, Moen, Avant Project, Chiquita	2.6		2.6	5
9	7	Maxus	Church & Dwight, Jet.com	2.5		2.5	2
10	14=	Horizon Media	LegalZoom	2.0		2.0	1
11	9	GKV	Medifast US	1.2		1.2	1
12	10	Harmelin Media	El Pollo Loco	0.8		0.8	1
13	11	Cramer-Krasselt	BIC Soleil	0.3		0.3	1
14	12	SwellShark	Virgin Atlantic Project	0.2		0.2	1
15	-	Bloom Ads	99 Cents Only Stores	0.1		0.1	1
16	13	360i	SoFi(Digital)	0.1		0.1	1
17	17	The Martin Agency		0.0	Moen	-0.8	0
18	14=	MEC		0.0	LegalZoom	-2.0	0
19	19	Carat	JM Smucker Pet Brands	2.5	Sony Mobile & PlayStation	-5.0	1
20	20	Starcom		0.0	Wal-Mart	-22.7	0
						124.6	39

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.