

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Oct 2016

RANK THIS MONT H	RANK LAST MONT H	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	BBDO	Neulasta US, Merisant Global, Generali Germany, Lidl Germany	342.8	Sainsbury's UK	262.8	32
2	2	DDB	Samsung(TV and Home Appliances) North America, Seat Europe, Tanqueray Europe	214.8	Qualcomm US	170.8	281
3	3	Ogilvy	KFC Germany, Sipsmith Gin UK, British Airways (Digital) Global	177.2	Expedia Europe	150.9	532
4	16=	Droga5	Sprint US, Google Pixel Global, The New York Times US, Seat Europe Project	125.7	Diet Coke US	111.0	11
5	4	McGarryBowen	United Airlines Global, Clorox Global, JC Penney US, Huawei LATAM	108.7	Staples US	103.7	16
6	5	McCann WorldGroup	Reckitt Benckiser (Lysol/Dettol) Global, Staples US, Godiva Chocolatier US	116.8	General Mills US	89.2	461
7	7	TBWA	PMU France, Vicks Europe, Intel (B2B) Global, Foxtel and Fox Sports Australia	95.4	MillerCoors US	79.3	144
8	8	Isobar	Martell France, Western Union UK, Huawei UK Project	64.3	Kellogg's UK	63.6	275
9	9	VML	New Balance Global, Electrolux US, Lipton Brisk US, GMCVB US	52.8		52.8	12
10	12	Y&R	Cirque du Soleil US, 2020 Census US, Chanel UK, Amstel South Africa	62.4	Marks & Spencer UK	43.9	156
11	11	FCB	Clorox Global, Janssen US, Galderma US, Xiaflex (Endo Pharmaceuticals) US	49.7	Vonage US	40.5	53
12	-	72andSunny	General Mills	40.0		40.0	1
13	10	Anomaly	Beats by Dr. Dre Global, Campell Soups Brands US, Crown Royal US, Diesel Global	42.2	Duracell US	39.7	8
14	13	MMB	Subway US	37.5		37.5	1
15	16=	Dentsu	LTA Singapore, Paty & Vienisima (BRF) Argentina, LEXUS China Project	39.6	Weet-Bix Australia	37.0	181
16	6	Saatchi & Saatchi	GSK Global, Wal-Mart - Asda UK, Wal-Mart US, USAA US	94.4	Toyota EU	34.8	103
17	-	CHI & Partners	Toyota Europe	34.4	Drench/R White's UK	33.6	1
18	-	Redscout	General Mills	30.0		30.0	2
19	14	Publicis	HPE Global, Sanofi Pasteur US, Heineken(Digital) UK	102.2	PMU France	28.8	285
20	15	GSD&M	Dodge US, Blue Bunny US, Hilton US Project	27.0		27.0	3
						1,476.9	2,558

MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Volkswagen Global, Canon UK, Cape Union Mart South Africa	180.1	Greenstone Australia	177.4	167
2	2	Hearts & Science	AT&T US, Audible UK	135.6		135.6	2
3	4	Havas Media	Swarovski Global, 21st Century Fox LatAm, Deka Bank Germany	77.2	Nationwide Building Society UK	67.9	221
4	6	Mindshare	21st Century Fox Europe, Abbott US, Facebook Germany, Achmea Netherlands	98.4	Tim Hortons US	65.0	363
5	5	Carat	Premier Foods UK, Coca-Cola Canada, C&A Europe, Mutua Madrileña Spain	93.0	British Gas UK	62.3	380
6	3	Zenith	FCA China, Coty Global, 21st Century Fox US, ALDI Australia	96.2	Toyota Europe	60.5	87
7	7	GroupM	Target US, Westpac Australia, IKEA (Media Buying) Global	51.1	UrbanClap India	50.2	4
8	8	OMD	Verisure Europe, Ancestry.com US, GAME UK, Estee Lauder UK	77.3	Warner Bros and HBO (Digital) US	38.4	245
9	9	Horizon Media	Avon US, Chobani US, La Quinta Hotels US, LG Electronics US	36.1		36.1	7
10	10	Vizeum	Total S.A. Global, Sonos Global, 21st Century Fox US, E.on UK, TSB UK	41.5	BMW UK	33.9	77
11	11	Initiative	IKEA Italy, Grafschafter Germany, Hans Anders Netherlands	44.9	USAA US	30.5	193
12	12	Universal McCann	BEF Foods US, H&M France, Fitbit US, Calidad Pascual	60.3	FCA China	21.0	235
12	13	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation Malaysia	23.0	Bridgestone India	21.0	204
14	-	M/SIX	Toyota Europe	17.2		17.2	1
15	14	MediaHub	Western Union Global	17.9	La Quinta Hotels US	16.1	1
16	16	Dentsu Aegis Media	IKEA (Media Buying) Global, Diageo Global	15.0		15.0	2
17	15	Maxus	PNC US, Pharmicare US, Huawei(Planning) UK, Church & Dwight US, BT UK	20.2	ALDI Australia	14.6	30
18	-	Merkle	Warner Bros and HBO (Digital)	12.5		12.5	1
19	17	Assembly	21st Century Fox US, E*Trade US, SodaStream US, Red Robin US	20.4	21st Century Fox (Fox Sports) US	10.1	5
19	18	Optimedia Blue 449	HPE Global, Intu Shopping Centres UK, Walmart Asda UK	10.2	Perfetti Van Melle Vietnam	10.1	4
						895.4	2,229

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.