

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2017

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	McCann WorldGroup	Coca-Cola US Project, RB (Nurofen) UK, Moneycorp UK	102.9	Cheerios UK(Activation)	92.5	175
2	3	Ogilvy	Cisco US Project, British Airways UK, Nescafe Dolce Gusto(Digital) France	64.4	BT UK Direct marketing	56.4	149
3	2	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
4	19	J Walter Thompson	Tunisie Telecom Europe, Subway Australia, Vodafone Australia	52.8	7-Eleven US	39.8	217
5	5	DDB	Miller Lite (digital) US, EA Sports Global, Sky Sports UK	42.8	SilkAir Singapore	29.3	74
6	4	Droga5	Coty CoverGirl N America, Secret Escapes UK	25.5	Air Wick, Clearasil Global	20.5	3
7	9=	Isobar	Titan Company (digital) Global	20.1	Innisfree Malaysia	20.0	85
8	7	MullenLowe Group	E*Trade US, Hyundai Colombia, GuiltFree (Too Yum) India	22.2	Croma India	16.9	51
9	6	Publicis	Winter Olympics 2018 UK&US, FNAC Darty Europe, Bradesco Brazil	15.7	MT Educare India	15.6	86
10	8	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
11	9=	Saatchi & Saatchi	Engen S Africa, Tata Metaliks India, Masan Corporate Vietnam Project	15.0	Aosimth China	12.6	36
12	12	Deutsch	Booking.com US, 7-Eleven US, Tile US, Target Project US	12.0	PWC US Digital Project	11.0	4
13	11	BBDO	Carphone Warehouse UK, Grupo CMG Mexico, San Rafael (Sigma Alimentos) Mexico	12.0	Belvedere vodka US	10.4	10
14	13	Wunderman	BT(Includes EE) UK Direct marketing	10.5	Electronic Client Singapore	10.3	3
15	15	FCB	UK Big Lottery Fund UK Project, TGV Lyria Europe, FDA US	10.6	Old Mutual Africa	9.1	19
16	21	Dentsu	Abbott Malaysia, Toonz India	9.8	Etika - Calpis Malaysia Project	8.7	59
17	17=	Y&R	Tata Trust India Project , Dr.Reddy's India Project, Dutch Lady Hong Kong	11.9	Bank of Scotland UK	8.6	42
18	16	Havas Worldwide	RB (Finish) UK, Rolls Royce UK	9.0	TGV Lyria Europe	8.5	4
19=	14	Joan Creative	Booking.com US	8.0		8.0	1
19=	33	Karmarama	Ooola Secrets UK, Philadelphia UK	12.0	Costa Coffee Global	8.0	4
						449.2	1,025

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2017

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	Mediacom	Walgreen Boots Alliance Global, Wholefoods Market US, RWE Germany, Brand USA Global(11 Markets)	75.8	Schibsted Spain	67.9	98
2	8	Mindshare	TJX Companies US, Chery Jaguar Land Rover China (Buying&Digital)	43.2	A&E Networks UK	36.7	64
3	13	Dentsu Media	Progress Russia	27.5	UCB, Inc.- Zyrtec Russia	27.1	58
4	5	Mediavest Spark	Mattel US, Bel Groupe Global, Ten Digital Australia, H&R Block US	28.7	Fifth Third Bancorp US	22.9	7
5	3	Starcom	Merck Consumer Healthcare Global, Lowe's US Media, Home Timber and Hardware Group Australia	26.8	AB Lindex Sweden	20.1	13
6=	2	Publicis(Connect)	MillerCoors US	20.0		20.0	1
6=	4	Havas Media	Beats by Dre Europe, Bobs Discount Furniture US, MediaMarkt Spain	21.3	Polski Bank Komorek Poland	20.0	89
8	6	Carat	Tesa Europe, Simba Dickie Germany, Sephora Germany	22.4	British Airways Global	15.9	148
9	7	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
10	10	PHD	UKTV UK, Resort World Sentosa Singapore, PropertyGuru Group SEA	21.7	Bank of Communications China	10.0	78
11	38	Vizeum	CarMax US Project, Reckitt Benckiser Thailand, Rostelecom Russia	9.6	NFU Mutual UK	5.9	55
12	11	M/SIX	Sainsbury's UK, Virgin Money UK, Argos UK	5.3		5.3	3
13	9	MEC	Mercedes Benz China, Amazon China, FWD Insurance Indonesia	21.3	Accenture Global	5.1	47
14	-	GIMC	FAW Group China	5.0		5.0	1
15	12	Dentsu Aegis	Heineken brands TBC Global	5.0	Rostelecom Russia	4.8	1
16	28	Universal McCann	Accenture Global, Coach Global, M.P Birla Cement India	10.7	Office Depot US	4.0	27
17	16=	MullenLowe MediaHub	BET Networks US, Chipotle Mexican Grill US	3.5		3.5	3
18=	14	DigitasLBI	Mattel US	3.0		3.0	1
18=	-	Zimmerman Advertising	Office Depot US	3.0		3.0	1
20	-	GroupM	British Airways Global	3.0	L'Oreal Vietnam Digital and Search	2.8	1
						297.1	699

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.