

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / June 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	2	Ogilvy	Mondelez Cadbury UK & Australia, Dollar Shave Club US Project, Halls(Mondelez) UK	92.9	American Express US	67.6	229
2	3	J Walter Thompson	Qatar Financial Centre Global, Tunisie Telecom Europe, Subway Australia	77.5	7-Eleven US	64.5	295
3	5	DDB	Miller Lite US, Center Parcs Europe, Persil ProClean Detergent (Henkel) US	81.1	Electrolux Global	62.6	170
4	1	McCann WorldGroup	WorkSafe Victoria Australia, Chevron (Brand Experience) US, Moneycorp UK	112.0	The Us Army US	61.6	239
5	4	WPP(Team WBA)	Walgreens Boots Alliance US	50.0		50.0	1
6	6	Droga5	Tencent Gaming US, Glenmorangie UK, Heineken US, Dos Equis US	39.5	Air Wick, Clearasil Global	34.5	9
7	7	Isobar	Titan Company (digital) Global, Canon Thailand	32.8	Innisfree Malaysia	32.7	131
8	-	Grey Group	Revlon US	55.6		27.5	7
9	32	Leo Burnett	McDelivery Global, McDonald's UK, BMW Singapore	34.8		21.1	92
10	8	MullenLowe Group	National Trust UK, E*Trade US, Hyundai Colombia, GuiltFree (Too Yum) India	26.3	Cash Converters Australia	20.0	58
11	9	Publicis	Winter Olympics 2018 UK&US, FNAC Darty Europe, Saint Gobain France	17.9	MT Educare India	17.8	97
12	10	FCB	BMW Canada, UEFA Europe, Renew Life US, Fountain Tire Canada	16.0	Old Mutual Africa	14.5	29
13	16	Wunderman	Telkom South Africa, Samsung CRM Europe, BT(Includes EE) UK Direct marketing	14.5	Electronic Client Singapore	14.3	5
14	20	Anomaly	Electrolux Global, Coca-Cola Minute Maid US, Sonos US, Virgin Trains UK ATL	14.0		14.0	5
15=	24	R/GA	Johnnie Walker Global, Nikon Singapore, Hyundai N series UK Digital	19.0	E*Trade US	13.0	7
15=	11	Venables Bell & Partners	Chipotle US, 3M consumer brands US	13.6	Phillips 66 US	13.0	2
17	-	OKRP	Chili's Grill & Bar	12.9		12.9	1
18	14=	Dentsu	Abbott Malaysia, Panasonic India Project, Jones Lang LaSalle Residential India	12.5	Etika - Calpis Malaysia Project	11.4	88
19	14=	BBDO	Alpura Mexico, ZTE US, AIA Singapore Project	14.2	Belvedere vodka US	9.0	14
20	19	Y&R	Dept Transport Think! UK, Center Parcs UK, Reliant Energy US	14.7	Bank of Scotland UK	11.4	50
						690.9	2,052

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / June 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	PSA Group Global, Revlon US, P&G Germany/Austria/Switzerland	168.5	Universal Music Group UK	157.4	132
2	2	Mindshare	HMD (Nokia) Europe, TJX Companies US, Chery Jaguar Land Rover China (Digital)	67.9	John Hancock US	54.9	104
3	3	Horizon Media	Sprint US	35.0		35.0	1
4	4	Starcom	P&G UK, Merck Consumer Healthcare Global, Lowe's US Media	40.9	AB Lindex Sweden	33.4	20
5	6	Havas Media	Michelin Global, Con Edison US, Momentum Energy Australia	30.6	Polski Bank Komorek Poland	29.2	105
6	5	dentsu X	Progress Russia	27.9	UCB, Inc.- Zyrtec Russia	27.1	80
7	7	Carat	The Chevy LMAs US, Tesa Europe, Simba Dickie Germany, Sephora Germany	33.5	British Airways Global	25.9	180
8	8	Publicis(Connect)	MillerCoors US	20.0		20.0	1
9	10	PHD	Sainsbury's UK, VV-Auto Group Finland, Brown Group Retail Canada	28.8	Elizabeth Arden US	16.1	99
10	9	Empower	Fifth Third Bancorp US, Captain D's US, Ashley Furniture US Planning	14.3		14.3	3
11	11	Vizeum	CarMax US Project, Reckitt Benckiser Thailand, Rostelecom Russia	12.9	Pernod Ricard Australia	9.0	77
12	17	MullenLowe MediaHub	PODS Enterprises US, BET Networks US, Chipotle Mexican Grill US	8.5		8.5	4
13	12	Zenith	Carpentright UK, Citrus Pay and LazyPay India, FWD Thailand	9.4	Toyocosta Ecuador	6.9	11
14	14	M/SIX	John Hancock US, Virgin Money UK, Argos UK	10.3		6.3	4
15	13	Universal McCann	Accenture Global, Coach Global, SSP Japan, A Team Japan	12.7	Office Depot US	6.0	45
16	15	GIMC	FAW Group China	5.0		5.0	1
17	16	Dentsu Aegis	Heineken brands TBC Global	5.0	Rostelecom Russia	4.8	1
18=	18=	DigitasLBI	Mattel US	3.0		3.0	1
18=	18=	Zimmerman Advertising	Office Depot US	3.0		3.0	1
18=	20	GroupM	British Airways Global	3.0	L'Oreal Vietnam Digital and Search	3.0	1
						437.4	1,243

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.