



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Mar 2018

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	-	Saatchi & Saatchi	P&G Fabric Care N. America	30.0		30.0	1
1	8=	Grey Group	Bose Global, P&G Fabric Care N. America, Bulldog Gin Global	27.7		27.7	3
1	25	GS&P	BMW US, Ram Trucks US Project	21.0		21.0	2
1	1	Havas Worldwide	Michelin US, ADP US, CKE (Carl's Junior) US, Societe Generale Global, Lamps Plus US	18.6		18.6	5
1	2	Publicis Groupe	Campbell Soup Global	18.0		18.0	1
1	3	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, Lidl US Project, The Magic Brand US	17.5		17.5	5
1	7	R/GA	Disney Parks and Resorts US, Bubly US, Lego US US, Carnival Cruises US, Plated US	13.5		13.5	10
1	29	Wieden & Kennedy	Bud Light (Social) US	11.0		11.0	2
1	14	J Walter Thompson	ASUS Global	10.1		10.1	8
10=	4=	Conill	Lowe's US	10.0		10.0	1
10=	4=	EP & Co	Lowe's US	10.0		10.0	1
10=	4=	Via Agency	Lowe's US	10.0		10.0	1
13	8=	Wolfgang	Halo Top Ice Cream US	7.0		7.0	2
14	-	McCann WorldGroup	San Francisco Giants US, Vichy Cosmetics Global, Dorchester Collection Global	10.5	ALDI US	5.4	14
15	10=	Richards Group	Dish Network US	5.0		5.0	1
16=	10=	MXM	Carlsberg Beer US Project, SunTrust US Project, American Honda Company US Project	5.0		5.0	6
16=	10=	Eleven	Quicken US	5.0		5.0	2
16=	10=	Y&R	Office Depot Global	5.0		5.0	1
19	18	FCB	Hotwire US, Strongbridge BioPharma US, GE Appliances US	4.1		4.1	4
20	-	Publicis	Swarovski Global	3.5		3.5	1
Mar 2018						185.0	132
Mar 2017						102.4	120
YoY Comparison:						80.7%	10.0%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Mar 2018

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	-	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0		43.0	2
2	1	Spark Foundry	Marriott Global, Mondelez N. America, Telemundo US	32.9	DanoneWave US	30.4	3
3	-	Initiative	Liberty Mutual US, Entertainment Studios US, CB2 US	18.0		18.0	4
4	2	Horizon Media	UnitedHealth Group US, SharkNinja US	11.8	Telemundo US	11.2	2
5	3	Publicis Groupe	Campbell Soup Global	9.0		9.0	1
6	5	MediaCom	Office Depot Global, Bose Global, Sargento US, Pella Corp US	9.2	BRP US	8.1	4
7	4	MullenLowe MediaHub	Wyndham hotels N. America, Pearson Education US, Global Road US, AkzoNobel US B2B	8.0		8.0	4
8	6	PHD	Harry's US, Newell US, Rover US, BRP US, Square US, Dolby Laboratories US	7.7		7.7	8
9	7	Havas Media	Sono Bello US, Bob's Furniture US, Yuengling US, ADP US, Orbitz US	5.4		5.4	5
10=	8=	VaynerMedia	Mondelez N. America	2.5		2.5	1
10=	8=	The7stars	ABF grocery products US	2.5		2.5	1
12	25	Starcom	Red Bull US	1.5		1.5	1
13=	10=	Merkley & Partners	Bic US, Land O' Frost US	1.0		1.0	2
13=	10=	Universal Media	Giant Food US, Stop & Shop US,	1.0		1.0	2
15=	12=	R&R Partners	Gogo US	0.5		0.5	1
15=	12=	Generator Media + Analytics	TheStreet.com US	0.5		0.5	1
15=	31	Universal McCann	SharkNinja US	0.5		0.5	1
18=	15=	Brainlabs	Formula 1 Global Digital	0.3		0.3	1
18=	15=	SapientRazorfish	Marriott Global	0.3		0.3	1
18=	15=	Crossmedia	The Capital Group/American Funds US	0.3		0.3	1
Mar 2018						89.4	61
Mar 2017						36.3	41
YoY Comparison:						145.8%	48.8%

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.