

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / May 2019

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	-	Leo Burnett	Corrs Light US, Facebook Messenger Global	33.0		33.0	2
2	4	DDB	iShares Global, PlayStation Global, iShares by BlackRock US, Corona	26.2		26.2	6
3	3	Havas Worldwide	Sopexa US Project- Experiential/Events, Hugo Boss US Project, Lexus US , Coca-Cola US Project, Amazon Studios US Project	26.1		26.1	15
4	2	R/GA	Innovasport US Projec, Fritos US Project, January.ai US Project, Sunchips US, Tresseme US, Airbnb US	24.0		23.5	18
5	1	Johannes Leonardo	Volkswagen US	20.0		20.0	1
6	5	Big Spaceship	NFL US Project, TikTok US, Kirkus Media US Project, International Rescue Committee US Project	18.0		18.0	5
7	25	Droga5	Facebook Global, Glenmorangie Global, GoCompare US	13.6		13.6	3
8	36	Grey Group	Walgreens Boots Alliance US, Lindt & Sprüngli US	12.5		12.5	3
9	-	Huge	Pantone Global, Brooks Running Company	12.0		12.0	1
10	7	Ogilvy	Instagram Global, Los Cabos Tourism Board US	12.3		11.8	5
11	-	Publicis Sapient	Department of Health and Human Services US	11.2		11.2	1
12	12=	Anomaly	Porsche Global, PokerStars, Stars Group Global, Johnnie Walker	11.0		11.0	3
13	34	BBDO	WhatsApp Global, Champion Sportswear US, MillerCoors (Cape	11.0	Grey Goose	9.0	5
14	6	WPP	VodafoneZiggo US, Distell US	6.5		6.5	3
15	9	VMLY&R	Walgreens Boots Alliance US, Microsoft Modern Life & Devices	7.7	Premier League Global	6.1	20
16	8	TBWA	Refinitiv Global, Gatorade Global, Singapore Airlines Global	5.5		5.5	3
17	11	Assembly	Hackensack Meridian Health US, GameStop US, Prestone US	5.4		5.4	3
18	21	MullenLowe Group	William Hill US, Grey Goose	5.0		5.0	2
19	10	McCann WorldGroup	ADT Inc. US	5.5		4.8	2
20	12=	MediaMonks	Avon Global digital content creation	4.0		4.0	1
2019(Jan-May)						312.6	220
2018(Jan-May)						284.7	226
YoY Comparison:						9.8%	-2.7%

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / May 2019

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	Horizon Media	Eharmony US, Avis US, Belk US, Peloton US, Petco US	92.2		92.2	33
2	1	Carat	Procter & Gamble	90.0		90.0	1
3	2	OMD	Disney- 21st Century Fox US, Super Retail Group US, Jardiance US, King Digital Entertainment/Candy Crush Friends US	39.2		39.2	9
4	4	MediaHub	Fox Corporation US, Ecobee US, Sennheiser Global, At Home based in Plano US	15.8		15.8	5
5	5	Universal McCann	Energizer US, TGI Fridays US, Just Eat Global	5.6		5.6	3
6	7	Havas Media	Visit California US, Stop & Shop US, Global Citizen Global, Therapeuticsmd US	4.1		4.1	5
7	-	M/SIX	Electronic Arts Global	3.2		3.2	2
8=	6	Initiative	Nintendo US, Keurig Dr Pepper US	5.0	Ecobee US	2.5	2
8=	8	Empower	PetSmart US	2.5		2.5	3
10=	9	PHD	Chuck E. Cheese US, Waze US, Singapore Airlines Global	1.6		1.6	3
10=	10	MediaCom	Grupo Ambar US, Signet Jewelers of Zales fame US	1.6		1.6	2
12	11	Crossmedia	Etihad Airways Global	1.3		1.3	1
13=	12	BSSP	Columbia Sportswear US	1.0		1.0	1
13=	13	Spark Foundry	NBC Universal Entertainment US, MCM Worldwide US	1.0		1.0	2
15=	14	Slingshot	Dickey's Barbecue Restaurants US	0.5		0.5	1
15=	15	Ikon	Lindt & Sprungli US	0.5		0.5	1
17=	16	The Tombras Group	Great Clips US	0.3		0.3	1
17=	17	The Specialist Works	Farewill US	0.3		0.3	1
17=	18	Mindshare	Ceva US, Hearinglife US	0.3		0.3	2
17=	19	Wavemaker	NestAway US	0.3		0.3	1
2019(Jan-May)						135.9	85
2018(Jan-May)						153.0	92
YoY Comparison:						-11.2%	-7.6%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.