

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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               | 1               | DDB                | iShares Global, Amway - Nutrilite China, B&D Group Australia, PlayStation Global, Julie's Biscuit China                                    | 92.5                                 | Volkswagen UK                        | 90.0                                    | 91         |
| 2               | 2               | Ogilvy             | Instagram Global, Coca-Cola Energy UK, MATTEL EMEA, POST OFFICE UK, BOSTON SCIENTIFIC US, Pfizer China                                     | 69.3                                 | National Citizen Service UK creative | 67.0                                    | 146        |
| 3               | 3               | Havas Worldwide    | Westfield Global, Compare the Market UK, Dickies US Project, Grub Hub US, Bel Brands Global  | 61.2                                 |                                      | 61.2                                    | 59         |
| 4               | 9               | Leo Burnett        | Corrs Light US, Facebook Messenger Global, Yili-Ambrosial China, Iceland UK, Audi -  | 52.4                                 | CCB China                            | 51.5                                    | 81         |
| 5               | 5               | BBDO               | WhatsApp Global, Continental Tires Europe, Champion Sportswear US, Cielo Brazil, Bumble India  | 45.0                                 | Grey Goose US                        | 43.0                                    | 52         |
| 6               | 4               | R/GA               | Sunchips US, Tressemmie US, Airbnb US, Brixton Finishing School US, Siemens Global   | 35.6                                 |                                      | 35.1                                    | 27         |
| 7               | 6               | Publicis           | Nestle_Dairy Nesqino China, DS China, Alfa Romeo China, GSK China, Liby China, Samsung SEA   | 31.1                                 | DS China                             | 30.0                                    | 99         |
| 8               | 23              | Droga5             | Facebook Global, OnePlus UK, GoCompare US, Glenmorangie Global   | 25.0                                 |                                      | 25.0                                    | 4          |
| 9               | 19              | FCB                | Premier League Global, Alula infant milk powder Lactalis China, Flixonase (OTC) GSK China, Domino's Pizza India, Walmatester               | 23.0                                 |                                      | 22.7                                    | 26         |
| 10              | 7               | Johannes Leonardo  | Volkswagen US  | 20.0                                 |                                      | 20.0                                    | 1          |
| 11              | 16=             | Anomaly            | Porsche Global, PokerStars, Stars Group Global, Johnnie Walker Global  | 18.0                                 |                                      | 18.0                                    | 3          |
| 12              | 16=             | Big Spaceship      | TikTok US  | 18.0                                 |                                      | 18.0                                    | 5          |
| 13              | 14              | Digitas            | Huawei China, Mercedes-Benz China Project, Heineken China Retainer   | 16.2                                 |                                      | 16.2                                    | 42         |
| 14              | 53              | Grey Group         | Walgreens Boots Alliance US, Lindt & Sprüngli US   | 14.5                                 | Marks & Spencer fashion UK           | 13.5                                    | 7          |
| 15              | 12              | Saatchi & Saatchi  | Casio India, Tiff-Baby milk China, Yili-Shuhua milk China, SVW New car model (B-MPV) China, Geely China                                    | 13.5                                 | Mondelez India                       | 13.5                                    | 40         |
| 16              | 13              | VMLY&R             | Walgreens Boots Alliance US, Big Bazaar India, Ausgrid US, Roewe China, Chuck E. Cheese US   | 18.3                                 |                                      | 13.2                                    | 79         |
| 17              | 10              | TBWA               | Merlin Entertainments UK, Refinitiv Global, Singapore Airlines Global, Gatorade Global   | 13.5                                 | AXA Korea                            | 13.2                                    | 7          |
| 18              | 11              | Wunderman Thompson | Roadster India, Godrej Interio India, STB India, Nova Eyewear Solutions India, Nutrilite India, Times Internet ADT Inc. US, TherapeuticsMD | 13.7                                 | Eucerin                              | 13.0                                    | 59         |
| 19              | 8               | McCann Worldgroup  | Annovera UK, Skyworth TV China, TherapeuticsMD US, Yinji Holiday   | 17.6                                 | Amway - Nutrilite China              | 13.0                                    | 66         |
| 20              | -               | Publicis Sapient   | Department of Health and Human Services US   | 11.7                                 |                                      | 11.7                                    | 2          |
| 2019(Jan-May):  |                 |                    |  |                                      |                                      | 766.9                                   | 1,409      |
| 2018(Jan-May):  |                 |                    |  |                                      |                                      | 955.6                                   | 1,878      |
| YoY Comparison: |                 |                    |  |                                      |                                      | -19.7%                                  | -25.0%     |

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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               | 4               | Horizon Media    | Eharmony US, Avis US, Belk US, Peloton US, Petco US   | 92.7                                 |                                      | 92.7                                    | 33          |
| 2               | 1               | Carat            | Cash Converters Australia, Berli Jucker PCL (BJC Foods) Thailand Contract , JACOBS DOUWE EGBERTS TH Ltd. (Super Coffee) Thailand Contract | 102.1                                | Super Retail Group Australia         | 90.8                                    | 50          |
| 3               | 2               | OMD              | Suncorp Australia, Super Retail Group Australia, Disney- 21st Century Fox US, Vinamilk Vietnam, Yili China                                | 85.7                                 | Lovely Professional University India | 83.9                                    | 159         |
| 4               | 3               | Mindshare        | Udaan India, Mosons Extractions India, Tourism New Zealand Australia, Hindware India, Yili(Media Planning) China                          | 60.2                                 | Iconix Netherlands                   | 58.9                                    | 163         |
| 5               | 5               | Havas Media      | Visit California US, UnionPay China, Homebase UK, Stop & Shop US, Global Citizen Global   | 30.6                                 | Fico Cements Vietnam                 | 30.4                                    | 70          |
| 6               | 6               | Wavemaker        | India, NestAway US, South Australian Government Australia, Little Red Book China  | 38.4                                 | Now TV Hong Kong                     | 30.0                                    | 73          |
| 7               | 7               | Universal McCann | Kmart Australia, Coca Cola Australia, Energizer US, TGI Fridays US, Coty China, Zomato India  | 26.0                                 | Government Client                    | 25.9                                    | 41          |
| 8               | 12              | MediaHub         | Fox Corporation US, Ecobee US, Fox Sports and Fox Entertainment US, Sennheiser Global, At Home based                                      | 16.5                                 |                                      | 16.5                                    | 5           |
| 9               | 9               | Spark Foundry    | The Today Business Australia, PPG Industries Australia, MGA Entertainment Australia, NBC  | 16.0                                 |                                      | 15.9                                    | 14          |
| 10              | 8               | MediaCom         | ShareChat India, Coca-Cola Russia, DFS UK, ECCO China, Jahwa China, Queensland Government Australia                                       | 19.5                                 | Open University UK                   | 15.8                                    | 40          |
| 11              | 10              | Initiative       | Carnival Cruise Line Australia, Swinburne University Australia, RSH Global Pvt Ltd India, Keurig Dr                                       | 13.2                                 | Ecobee US                            | 9.3                                     | 44          |
| 12              | 11              | dentsu X         | Australia Post Australia, Car Brand Client, Technology Brand Client   | 9.4                                  | Svyaznoy Russia                      | 8.8                                     | 61          |
| 13              | 31              | M/SIX            | Electronic Arts Global, RegionsBank US  | 4.3                                  |                                      | 4.3                                     | 2           |
| 14=             | 14=             | Empower          | PetSmart US   | 2.5                                  |                                      | 2.5                                     | 1           |
| 14=             | 14=             | Crossmedia       | Etihad Airways Global   | 2.5                                  |                                      | 2.5                                     | 1           |
| 16              | 16              | Madison Media    | Marico India, Marico Media India  | 2.0                                  |                                      | 2.0                                     | 1           |
| 17              | 18              | Atomic 212       | Spirit of Tasmania Australia, NT government Australia   | 1.5                                  |                                      | 1.5                                     | 3           |
| 18              | 26              | Essence          | L'Oreal UK, UpGrad India, UpGrad India  | 1.3                                  |                                      | 1.3                                     | 3           |
| 19              | 29              | Ikon             | Metagenics Australia, Lindt Australia   | 1.3                                  | MGA Entertainment Australia          | 1.1                                     | 3           |
| 20              | 19=             | BSSP             | Columbia Sportswear US  | 1.0                                  |                                      | 1.0                                     | 1           |
| 2019(Jan-May):  |                 |                  |   |                                      |                                      | 364.3                                   | 977         |
| 2018(Jan-May):  |                 |                  |   |                                      |                                      | 397.9                                   | 1,106       |
| YoY Comparison: |                 |                  |   |                                      |                                      | -8.4%                                   | -11.7%      |

### 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.