

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / April 2015

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	Wieden & Kennedy	Yoplait US, Milka Global, Sprite US, Johnnie Walker Brazil	111.1	Weight Watchers US	72.7	10
2	2	R/GA	E*Trade(TV) US, McDonald's UK, Simple US	61.0	Ameriprise US	57.0	3
3	3	McCann WorldGroup	Mgm Grand Detroit US, Plunkett Homes Australia Project,	58.5	Aircel India	56.7	155
4	6	DDB	Aviva Global, Diageo UK, Aircel India, Revive Malaysia	54.3	Arnott's Australia	47.0	113
5	4	72andSunny	Axe / Lynx Global, Adidas US	40.0		40.0	2
6	5	JWT	AskMe.com India,, Ribena US, KPMG US, CCB China	52.8	VLCC India	38.7	111
7	9	Grey Group	SunEdison US, Oxfam Germany, FOX Sports Singapore Project	29.0	Dermatix Korea	26.5	37
8	8	Saatchi & Saatchi	Geely Car China, Garena Gaming Thailand Project, Show DC Thailand Project	26.5	FMCG Client	26.4	11
9	7	BBDO	Bacardi Global, Khmer Brewery Thailand, Wrigley(digital) China	39.1	Aviva Global	23.8	40
10	11	RPA	Apartments.com US, Tempur Sealy US	15.6		15.6	2
11=	12=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
11=	12=	TLGG	MediaMarkt Germany	14.5		14.5	1
13=	14	Kolle Rebbe	Krombacher beer Germany, Netflix Germany	10.7		10.7	2
13=	23	Dentsu	Dongfeng Honda(ELYSION) China Project, Taiwan Tobacco & Liquor Corporation	12.5	Moet Hennessy Taiwan	10.7	86
15=	15=	AKQA	Delta Airlines(Digital) US	10.0		10.0	1
15=	15=	Rosapark	SFR Numericable France	10.0		10.0	1
15=	30	Sid Lee	Club Med N America, Subway Canada, Eurosport France	10.0		10.0	3
18	32	Anomaly	Hershey brands N America, MLB US	9.0		9.0	2
19	17	Publicis	Tencent Game China Project, Barclays South Africa, Inoherb China Project	16.9	Homewood Suites US	8.7	114
20	19	VCCP	Nationwide Bldg Society UK, Bild Germany, Blu UK	8.6		8.6	4
						511.2	699

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / April 2015

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	OMD	Bacardi Global, Huawei UK, Signet UK	72.5	New York State Lottery US	64.0	99
2	1	PHD	Converse NA, Huawei France, Galtee Meats Ireland	62.8	Walt Disney New Zealand	60.6	62
3	4	Carat	Loblaw Canada, V8 Supercars ANZ, Walt Disney Australia	40.6	Victoria Plumb UK	37.9	204
4	3	Havas Media	SFR Numericable France, Royal Mail UK, Intercorp Peru	39.7	Lidl Poland	27.9	74
5	11	Mediacom	Tesco UK, Coca-Cola Brand Japan, Masterfoods(Planning) France	29.1	OCBC Wing Hang Credits Hong Kong	14.6	99
6	10	Horizon Media	Lindt US, STX Entertainment US, Vtech US	11.0		11.0	5
7	5	MEC	SA Government Australia Project, PingAn(digital & performance) China	12.3	Scott's Lawncare US	10.2	39
8	6	BPN	Tyson US, Smart Telecom Philippines, Emblem US	9.9		9.9	10
9	7	Universal McCann	The Economist UK, FSUS UK, Huawei Thailand	24.2	Royal Mail UK	9.1	173
10	9	Dentsu Media	OCBC Wing Hang Credit Hong Kong, Seiko Hong Kong	9.4	Sands(Digital) China	8.5	79
11	13	Vizeum	MDeC Malaysia, IUMW Malaysia, Jinmailang Noodle and Beverage China	10.9	AXA Tianping Auto Insurance China	5.6	59
12	12	Arena	CIC France	5.4		5.4	1
13	8	Initiative	SABMiller Peru, Sniezka Poland, WWF Germany	20.6	Tesco UK	4.3	74
14=	14=	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
14=	14=	360i	Spotify Digital	2.5		2.5	1
16	18	The7Stars	Iceland UK, Victoria Plumb UK	2.4		2.4	3
17	16=	Resolution Media	3M US, Texas Instruments US	2.1		2.1	2
18=	19	Doner	Highmark Health US	1.5		1.5	1
18=	-	CrossMedia	GNC US	1.5		1.5	1
20	20	iCrossing	Sunrun US	1.0		1.0	1
						282.7	988

### METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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 for clients across the region.

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