

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / May 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	3	McCann WorldGroup	Harveys Furniture UK, Nespresso China Project, Bonaqua water Taiwan Project	67.4	Lava International India	65.4	187
3	4	DDB	Waitrose UK, The Singleton Global, FA Women's Football UK	68.7	Arnott's Australia	61.1	135
4	2	R/GA	Dyson UK, E*Trade(TV) US, McDonald's UK, Simple US	63.0	Volvo Cars(digital) Global	51.0	4
5	7	Grey Group	P&G Brand Global, Generali Investments Europe, LendingTree US	48.0	Ubisoft EMEA	45.5	42
6	5	72andSunny	General Mills(Totino's) US, Axe / Lynx Global, Adidas US	42.0		42.0	3
7	6	JWT	China Constrction Bank China, APP Breeze Tissue, KFCC Korea Project	59.3	Royal Caribbean Cruises US	36.5	117
8	8	Saatchi & Saatchi	Toyota Corolla Australia, Geely Car China, Garena Gaming Thailand Project	27.0	Big W Australia	25.5	12
9	9	BBDO	Bacardi Global, Khmer Brewery Thailand, Wrigley(digital) China	46.5	Aviva Global	19.2	45
10	15=	AKQA	Delta Airlines(Digital) US, Volvo Cars Global	18.0		18.0	2
11	10	RPA	Apartments.com US, Tempur Sealy US, AMPM US	17.6		17.6	3
12	-	Havas Worldwide	Lidl France, Citroen Australia, Co-operative Bank(CRM) UK	32.9	Michelob Ultra North America	16.9	12
13	24	Lowe	Hike India, Lohiya Edible Oils India, Nilon's India	22.0	U.S. Navy	15.6	55
14=	11=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
14=	11=	TLGG	MediaMarkt Germany	14.5		14.5	1
16	-	Y&R	U.S. Navy US, Cielo Brazil, Microsoft Australia	29.5	AGL Australia	12.1	59
17	23	The Richards Group	Schwab Trading Services US, Alfa Romeo US Project,	12.0		12.0	3
18	13=	Kolle Rebbe	Krombacher beer Germany, Netflix Germany	10.7		10.7	2
19	13=	Dentsu	Unicharm Philippines Project, Darya-varia Indonesia, CAAS Singapore Project	14.0	Moet Hennessy Taiwan	10.2	107
20	15=	Rosapark	SFR Numericable France	10.0		10.0	1
						571.1	801

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	PHD	SC Johnson(buying) Global, Ferrero Emerging markets, Bacardi China	84.3	SAP UK	81.8	77
2	1	OMD	Galaxy Macau China, H&M Greater China, Sixt UK	79.3	Ikea Singapore	70.2	118
3	3	Carat	Bifi Europe, 168 Communication Thailand, Allergan Medical Aesthetics Hong Kong	44.1	Mr Green Italy	41.4	247
4	4	Havas Media	SFR Numericable France, Royal Mail UK, Intercorp Peru	38.4	Lidl Poland	26.4	72
5	5	Mediacom	Bank of China China, Dainik Bhaskar India, Mydala India	33.5	OCBC Wing Hang Credits Hong Kong	19.1	120
6	6	Horizon Media	Lindt US, STX Entertainment US, Snyder's-Lance US	11.8		11.8	6
7=	9	Universal McCann	Burger King Russia, Dr Oetker Belgium, Mundipharma Australia	26.0	Burger King Russia	10.7	207
7=	7	MEC	SA Government Australia Project, Just buy live India, Wendy Burger India	12.9	Gjun information Taiwan	10.7	51
9	8	BPN	Samsung Life Insurance Thailand, Tyson US, Emblem US	9.9		9.9	12
10	10	Dentsu Media	Dongfeng Honda(ELYSION) China Project, FAW-Hongqi China, L'amour Taiwan	10.5	Sands(Digital) China	9.5	100
11	11	Vizeum	Weetabix UK, Reckitt Benckiser Thailand, Nippon Paint Indonesia	14.8	Hiscox UK	9.4	92
12	13	Initiative	Temis Lotaio Argentina, Diesel Australia, Tourism Tasmania Australia	25.9	Tesco UK	8.0	84
13	12	Arena	CIC France	5.4		5.4	1
14	14=	360i	Spotify Digital	3.3		3.3	2
15	14=	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
16	16	The7Stars	Iceland UK, Victoria Plumb UK	2.4		2.4	3
17	17	Resolution Media	3M US, Texas Instruments US	2.1		2.1	2
18=	18=	Doner	Highmark Health US	1.5		1.5	1
18=	18=	CrossMedia	GNC US	1.5		1.5	1
20	20	iCrossing	Sunrun US	1.0		1.0	1
						328.7	1,198

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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 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 for clients across the region.

For more details please write to greg@rthree.com