

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / July 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	Bud Light US, Nurofren Global, Skol Brazil	154.5	Heineken US	108.1	15
2	2	McCann WorldGroup	Incredible India, Mastercard-Xboarder China Project, Pinxiango.com China Project	83.6	Lipitor Indonesia	79.3	276
3	3	DDB	Porsche Australia, Primary Health Australia Project, HK Airline Hong Kong Project	81.4	McDonald's S. Africa	73.0	191
4	18	Ogilvy	Embratel Brazil, Rajasthan Tourism India, Unicef India, Latex System Thailand	105.1	Incredible India	60.0	346
5	6	JWT	Emirates UK&US, Dentsu Marcom India Project, Gadgil Jewellers India	75.1	Royal Caribbean Cruises UK	51.6	163
6	5	Grey Group	Fidelity Investments UK, Tate Galleries UK, Sky Airlines Chile	50.0	Ubisoft EMEA	47.5	45
7	7	72andSunny	General Mills(Totino's) US, Axe / Lynx Global, Adidas US	42.0		42.0	3
8	9	AKQA	Verizon(digital) US, Delta Airlines(Digital) US, Volvo Cars Global	28.0		28.0	3
9	8	Havas Worldwide	R&B Foods US, RATP France, Lidl France	54.0	Nurofen UK	26.9	14
10	10	Saatchi & Saatchi	Toyota Corolla Australia, Geely Car China, FWD Insurance APAC	27.1	Boxer Sweden	23.8	13
11	11	Y&R	Bel Japan Project, Robinson Singapore, SMU Chile	43.4	SMU Chile	23.2	92
12	13=	Lowe	Pernod-Ricard brands India, GAP LatAm, Paranjpe Schemes India	27.8	The Laughing Cow Vietnam	20.1	82
13	4	R/GA	Verizon(digital) US, Twitter Australia	30.7	Volvo Cars(digital) Global	18.7	6
14	12	CP+B	PayPal Global, Braintree US, Betsafe Global	18.6		18.6	15
15	13=	RPA	Apartments.com US, Tempur Sealy US, AMPM US	17.6		17.6	3
16	19	Dentsu	J Trust Korea Project, Micromax India, Bridgestone Korea Project	19.0	Moet Hennessy Taiwan	14.8	160
17	15	Publicis	Merck Singapore Project, Radical Spaces India, Times Television Network India	34.1	Hilton Hotels US	14.7	203
18=	16=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
18=	16=	TLGG	MediaMarkt Germany	14.5		14.5	1
20	-	Barton F. Graf 9000	Scotts Miracle-Gro US, Snyder's-Lance brands US	13.0		13.0	2
						710.0	1,634

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / July 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	PHD	Unilever Australia, Countdown NZ, Gold Coast Tourism NZ	88.9	Jenny Craig Australia	85.8	88
2	2	Carat	Lionsgate UK, Chery China, Farmacias del Ahorro Mexico	53.1	BMW China	42.0	319
3	3	OMD	Kiwibank NZ, NTUC Singapore, Triumph International Australia	85.3	Lidl UK	40.1	143
4	8	Universal McCann	Coca-Cola US, SBT Janpan Project, Mahindra Retail India	52.8	Tempur UK	34.5	267
5	4	ZenithOptimedia	Coty N.America & Europe, Uniqlo UK, Sanofi Korea	43.4	Pernod Ricard Spain	30.4	50
6	5	Havas Media	BBC UK, Kurl-on India, World Lung Foundation Philippines Project	42.8	Aeroflot - Russian Airlines China	27.2	90
7	11	Starcom MediaVest	BMW China, Keurig US, Lidl UK, VF Corp US	56.7	Coca-Cola US	25.6	45
8	6	Mediacom	Betfair Europe, Webuyanycar.com UK, EuropaCorp US,	44.6	HCF Health Fund Australia	21.8	166
9	7	Vizeum	VF Corporation Europe, Aeroflot - Russian Airlines China, Sino-Pacific Thailand	21.6	The Trainline.com UK	15.6	119
10	9	Horizon Media	Lindt US, STX Entertainment US, Snyder's-Lance US	11.8		11.8	6
11	12	Initiative	Joey's Pizza Services Germany, Harman International Netherlands	29.8	EA Sports Spain	11.4	113
12	10	Dentsu Media	Japanese Govt Project, FAW-Volkswagen Magotan China Project, Suzuki India	12.7	Kurl-on India	11.2	133
13	13	MEC	MABE Argentina, P N Gadgil Jewellers India, TripADeal India	15.0	BBC UK	10.3	75
14	14	BPN	Samsung Life Insurance Thailand, Tyson US, Emblem US	9.9		9.9	12
15	15	Arena	CIC France	5.4	Betfair Europe	3.8	1
16	16	360i	Spotify Digital	3.3		3.3	2
17	17	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
18	18	Resolution Media	3M US, Texas Instruments US	2.1		2.1	2
19=	19=	Doner	Highmark Health US	1.5		1.5	1
19=	19=	CrossMedia	GNC US	1.5		1.5	1
						392.2	1,634

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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.

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