

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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, Verizon, KFC, Yoplait, Milka, Sprite	142.0	Heineken	114.0	7
2	2	72andSunny	Axe / Lynx, Adidas, General Mills Totino's	37.0		37.0	3
3	4	McCann WorldGroup	Braman Motorcars, Chevy Silverado, Mgm Grand Detroit, TPN	26.8		26.8	6
4	5	AKQA	Delta Airlines(Digital), Volvo Cars, Verizon(digital)	24.0		24.0	3
5	6	RPA	Apartments.com, Tempur Sealy, AMPM	17.6		17.6	3
6	7	Grey Group	Pandora Jewellery, SunEdison, LendingTree	16.2		16.2	5
7	3	R/GA	E*Trade(TV), Simple, Verizon(digital)	22.6	Ameriprise	14.6	3
8	-	Barton F. Graf 9000	Scotts Miracle-Gro, Snyder's-Lance brands	13.0		13.0	2
9	8	DDB	American Cancer Society, Pirelli, The Singleton Malt	12.8		12.8	4
10	9	CP+B	Paypal, Anheuser Busch, Braintree, Santa Margherita	11.1		11.1	9
11=	11	Barker	Slim-Fast	10.0		10.0	1
11=	-	Deutsch	Samsung (B2B)	10.0		10.0	1
13	16=	JWT	Special K, Apollo Tyres, North Shore-LIJ, Emirates	27.0	Vonage	9.0	8
14	12	Venables Bell & Partners	Samsung Appliances	8.5		8.5	2
15	13	Santy	Delta Air Line, China Mist Iced Tea(Digital)	8.2		8.2	2
16=	14=	SS+K	Comcast	8.0		8.0	1
16=	14=	Johannes Leonardo	PlayStation Vue	8.0		8.0	1
18=	-	FCB	Hero Group, Lincoln Financial Group	36.0	KFC	7.5	9
18=	-	BSS&P	DraftKings.com	7.5		7.5	1
20	16=	The Richards Group	Schwab Trading Services, Alfa Romeo Project	7.0		7.0	2
						370.8	73

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	7	Universal McCann	Coca-Cola, Sony, New York State Lottery, Hotwire, Ghirardelli	30.9	Wells Fargo	25.9	5
2	1	PHD	SC Johnson(Planning), Unilever(Search), Converse	25.5		25.5	7
3	2	ZenithOptimedia	Coty	24.0	Les Schwab	23.5	1
4	3	Horizon Media	Lindt, STX Entertainment, Snyder's-Lance	11.8		11.8	6
5	4	Carat	EMC Global, NRG, Great Call, LongHorn Steakhouse	11.7		11.7	5
6	5	OMD	Wells Fargo, JCPenney, Bacardi, Norwegian Cruise Line	38.6	DE Master Blenders	10.9	7
7	6	Initiative	Albertsons/Safeway, Papa John's Pizza, Hotwire.com, GoDaddy.com	10.0		10.0	5
8	8	BPN	Tyson, Sears Project, Emblem, DeVrey University	5.7		5.7	4
9	9	Havas Media	Safelite, BOOSTCASE	5.5		5.5	6
10	10	360i	Spotify(Digital), LongHorn Steakhouse	3.3		3.3	2
11	11	Resolution Media	3M,Texas Instruments	2.1		2.1	2
12	12	Doner	Highmark Health	1.5		1.5	1
13	13	CrossMedia	GNC	1.5		1.5	1
14	14	Kepler Group	Bed Bath & Beyond	1.4		1.4	1
15=	15=	iCrossing	Sunrun	1.0		1.0	1
15=	15=	Hasan + Co.	Extended Stay America(Digital)	1.0		1.0	1
15=	15=	Mullen	Scott's Lawn care	1.0		1.0	1
18	18=	Believe Advertising	Nad's	0.5		0.5	1
19	18=	Pitch	Haggen	0.5		0.5	1
20	20	MEC		0.0	Scott's Lawn care	-1.0	0
						143.1	58

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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