

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Aug 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 | 147.6 | Heineken | 119.6 | 8 |
| 2 | 2 | 72andSunny | Axe / Lynx, Adidas, General Mills Totino's | 37.0 | | 37.0 | 3 |
| 3 | 3 | McCann WorldGroup | Braman Motorcars, Chevy Silverado, Mgm Grand Detroit, TPN | 27.4 | | 27.4 | 7 |
| 4 | 4 | AKQA | Delta Airlines(Digital), Volvo Cars, Verizon(digital) | 24.0 | | 24.0 | 3 |
| 5 | 22 | Ogilvy | Coca-Cola, Southwest Airlines, Christopher & Banks | 32.9 | AMPM | 21.2 | 72 |
| 6 | 7 | R/GA | E*Trade(TV), Simple, Verizon(digital), Jet.com | 28.1 | Ameriprise | 20.1 | 5 |
| 7 | 6 | Grey Group | Pandora Jewellery, SunEdison, LendingTree, Best Buy Project | 19.2 | | 19.2 | 6 |
| 8 | 5 | RPA | Apartments.com, Tempur Sealy, AMPM | 17.6 | | 17.6 | 3 |
| 9 | 9 | DDB | American Cancer Society, Pirelli, The Singleton Malt | 14.0 | | 14.0 | 5 |
| 10 | 8 | Barton F. Graf 9000 | Scotts Miracle-Gro, Snyder's-Lance brands | 13.0 | | 13.0 | 2 |
| 11 | 28 | Droga5 | Johnsonville, NBTY Vitamins | 22.0 | Chobani | 12.0 | 6 |
| 12 | 14 | Venables Bell & Partners | Samsung Appliances, Celebrity Cruises, Leinenkugel's | 11.8 | | 11.8 | 4 |
| 13 | 10 | CP+B | Paypal, Anheuser Busch, Braintree, Santa Margherita | 11.1 | | 11.1 | 9 |
| 14= | 11= | Barker | Slim-Fast | 10.0 | | 10.0 | 1 |
| 14= | 11= | Deutsch | Samsung (B2B) | 10.0 | | 10.0 | 1 |
| 14= | 18= | FCB | Hero Group, Lincoln Financial Group | 38.5 | KFC | 10.0 | 10 |
| 17 | 13 | JWT | Special K, Apollo Tyres, North Shore-LIJ, Emirates | 27.0 | Vonage | 9.0 | 8 |
| 18 | 15 | Santy | Delta Air Line, China Mist Iced Tea(Digital) | 8.2 | | 8.2 | 2 |
| 19= | 16= | SS+K | Comcast | 8.0 | | 8.0 | 1 |
| 19= | 16= | Johannes Leonardo | PlayStation Vue | 8.0 | | 8.0 | 1 |
| | | | | | | 411.2 | 157 |

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Aug 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 | Universal McCann | Coca-Cola, Sony, New York State Lottery, Hotwire, Ghirardelli | 63.1 | Wells Fargo | 53.1 | 8 |
| 2 | - | Canvas Worldwide | Hyundai Motor US, Kia Motor US | 35.0 | | 35.0 | 2 |
| 3 | 2 | PHD | SC Johnson(Planning), Unilever(Search), Converse | 26.8 | | 26.7 | 8 |
| 4 | 3 | ZenithOptimedia | Coty | 24.4 | Les Schwab | 23.9 | 2 |
| 5 | 9 | Havas Media | Safelite, BOOSTCASE | 11.8 | | 11.8 | 9 |
| 6 | 5 | Carat | EMC Global, NRG, Great Call, LongHorn Steakhouse | 11.7 | | 11.7 | 5 |
| 7 | 4 | Horizon Media | Lindt, STX Entertainment, Snyder's-Lance | 14.3 | manufacture Client | 11.5 | 7 |
| 8 | 8 | BPN | Tyson, Sears Project, Emblem, DeVrey University | 5.7 | | 5.7 | 4 |
| 9 | - | Starcom MediaVest | Etihad Airways Partners | 32.2 | LongHorn Steakhouse | 3.8 | 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 |
| 12= | 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 |
| 18= | 19 | Pitch | Haggen | 0.5 | | 0.5 | 1 |
| 18= | - | Kahn Media | The Coker Group | 0.5 | SC Johnson(Planning) | 0.5 | 1 |
| | | | | | | 197.4 | 64 |

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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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