

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Nurofen Global, Secret Deodorant Global, Cadbury UK	163.5	Heineken US	115.6	17
2	4	Ogilvy	Kroton Brazil, Adani Reality India, CJ Lion Korea	130.4	Incredible India	84.9	589
3	3	DDB	Rexall Canada, H&M David Beckham Global, Dheeraj Realty India	92.7	McDonald's S. Africa	84.3	224
4	2	McCann WorldGroup	LATAM Airlines Group Global, Admiral Insurance UK, Nexen Korea Project	91.9	Coca-Cola Brazil	80.6	309
5	5	JWT	Coca-Cola Brazil, Cargill Brazil, Coppertone Brazil	82.8	Royal Caribbean Cruises UK	57.9	202
6	-	BBDO	Subway US, Humana US, Priceline US, Laneige Korea	121.9	Aviva Global	54.0	65
7	6	Grey Group	Best Buy US Project, Mutti Pomodoro France, Suburbia Mexico	54.3	Ubisoft EMEA	51.8	49
8	7	72andSunny	General Mills(Totino's) US, Axe / Lynx Global, Adidas US	42.0		42.0	3
9	8	AKQA	Verizon(digital) US, Delta Airlines(Digital) US, Volvo Cars Global	28.0		28.0	3
10	9	Havas Worldwide	R&B Foods US, RATP France, Lidl France	54.0	Nurofen UK	26.9	14
11	13	R/GA	Signal (digital) Global, Jet.com US	37.7	Volvo Cars(digital) Global	25.7	8
12	10	Saatchi & Saatchi	FWD Insurance APAC, Bathstore.com UK, The Big Issue UK	28.5	Boxer Sweden	25.3	15
13	16	Dentsu	Acura China, Ferrero Australia Project, Heritage Brands Australia	27.7	Moet Hennessy Taiwan	23.6	181
14	12	Lowe	Mantena Technologies India, Gorostiaga Automoviles Paraguay	30.8	The Laughing Cow Vietnam	23.1	95
15	11	Y&R	GAMEVIL Japan Project, Mead Johnson China, Transbank Chile	48.9	SMU Chile	22.4	111
16	21	FCB	BMO Financial N.America, Lincoln Financial US, Egypt Post Egypt	53.0	The Post Office UK	21.7	25
17	14	CP+B	PayPal Global, Braintree US, Betsafe Global	18.6		18.6	15
18	17	Publicis	EverGrande China, Bhs UK, Ferrero China Project	37.0	Hilton Hotels US	17.7	222
19	15	RPA	Apartments.com US, Tempur Sealy US, AMPM US	17.6		17.6	3
20	18=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
						836.1	2,151

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	PHD	Unilever Australia, GSK ANZ, Ikano Malaysia, Novartis OTC Global	99.1	Jenny Craig Australia	96.0	123
2	4	Universal McCann	Johnson & Johnson US, CVS US, Sime Darby Malaysia	87.0	Heinz brands US	63.6	294
3	7	Starcom MediaVest	BMW China, Visa Global, Heinz brands US, Bluebell Hong Kong	81.7	Novartis OTC Global	45.4	48
4	6	Havas Media	EA Games Global, NTUC FairPrice Singapore, National Association of Realtors US	62.5	Just Eat UK	44.3	115
5	2	Carat	Beiersdorf Hong Kong, Evergrowing Bank China, Supercell Taiwan	56.8	DHL Global	44.3	369
6	5	ZenithOptimedia	Singapore Airlines Global, Fan Li Wang China, Line(Planning) China	48.4	Pernod Ricard Spain	35.3	72
7	-	Canvas Worldwide	Hyundai Motor US, Kia Motor US	35.0		35.0	2
8	8	Mediacom	Betfair Europe, Novartis OTC Global, Haven Holidays UK	47.5	EA Games Global	17.4	168
9	9	Vizeum	BBC Australia, Ministry of Health & Welfare Taiwan, Scholl Thailand	22.7	DHL Global	15.4	130
10	12	Dentsu Media	Japanese Govt Japan Project, FAW-Volkswagen Magotan China Project, Suzuki India	15.9	Kurl-on India	14.4	155
11	3	OMD	Realogy US, FCA UK, Beiersdorf Canada	102.5	Johnson & Johnson US	12.2	173
12	10	Horizon Media	Lindt US, STX Entertainment US, ABC TV (digital) US	14.3	Manufacture Client US	11.5	7
13	14	BPN	Tyson US, Emblem US, CCU-Ecusa US, Propais Colombia	10.9		10.9	14
14	13	MEC	DHL Global, AT&T Mexico, General Electric Argentina	19.3	Singapore Airlines Global	10.2	89
15	16	360i	Spotify US Digital, LongHorn Steakhouse US, Eurostar UK	3.7		3.7	3
16	17	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
17	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
20	37	Mindshare	Booking.com N. America, Lee Kum Kee China, Kellogs Pakistan	24.4	CVS US	3.4	61
						470.9	1,828

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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