

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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	173.5	Heineken US	125.6	18
2	2	Ogilvy	Coca-Cola US, Morton Salt US, SanQuan China	139.7	Midea International Hong Kong	91.9	665
3	3	DDB	Lifelock US, H&M David Beckham Global, Pears Skincare Global	119.6	Bouygues Telecom France	83.4	228
4	6	BBDO	Subway US, Priceline.com US, Humana US, Priceline US, Pepsi US	151.1	Aviva Global	83.1	77
5	4	McCann WorldGroup	LATAM Airlines Group Global, Admiral Insurance UK, Picturehouse UK	93.9	Coca-Cola Brazil	82.6	312
6	5	J Walter Thompson	Emirates UK&US, Coca-Cola Brazil, Cargill Brazil, Asus China	85.4	Royal Caribbean Cruises UK	60.6	225
7-	8	72andSunny	Coors Brand US, General Mills(Totino's) US, Axe / Lynx Global, Adidas US	57.0		57.0	4
7-	7	Grey Group	Pernod-Ricard US, Best Buy US Project, Graffigna Wines US	60.3	Kellogg's Singapore	57.0	51
9	10	Havas Worldwide	Kmart US, Westfield Centres(CRM) Global, R&B Foods US	79.0	Nurofen Global	41.6	16
10	-	Kolle Rebbe	O2 Germany, Krombacher beer Germany, Netflix Germany	33.4		33.4	3
11	-	BETC	Bouygues Telecom France, Ubisoft EMEA, Sephora Europe	34.3	Diet Coke UK	32.3	6
12	18	Publicis	Sears US, Samsonite Europe, Qihoo360 India, Ninho(digital) Brazil	48.9	Hilton Hotels US	29.6	243
13	9	AKQA	Verizon(Digital) US, Delta Airlines(Digital) US, Volvo Cars Global	28.0		28.0	3
14	13	Dentsu	Acura China, Wanglaoji China, Ferrero Australia Project	31.0	Moet Hennessy Taiwan	26.6	206
15	14	Mullen Lowe	Ulta Beauty US, California Avocados US, GAP LATAM	34.1	The Laughing Cow Vietnam	26.3	98
16	11	R/GA	Signal (digital) Global, Jet.com US	37.7	Volvo Cars(digital) Global	25.7	8
17	15	Y&R	GAMEVIL Japan Project, Baxters Soups UK, Transbank Chile	56.2	Lloyds Bank UK	22.8	131
18	12	Saatchi & Saatchi	FWD Insurance APAC, Bathstore.com UK, The Big Issue UK	28.7	Samsonite Europe	21.5	16
19	17	CP+B	PayPal Global, Braintree US, Betsafe Global	18.6		18.6	15
20	19	RPA	Apartments.com US, Tempur Sealy US, AMPM US	17.9		17.9	4
						965.3	2,329

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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	3	Starcom MediaVest	Citigroup Global, Mondelez EEMEA & LATAM, Meijer US, Valspar US	132.7	GSK Global	96.4	61
2	1	PHD	Unilever Australia, GSK Global, Nativa South Africa	99.1	Jenny Craig Australia	96.0	123
3	5	Carat	Mondelez NA/EU/APAC, Lionsgate UK, Barbeques Galore Australia	100.8	DHL Global	88.3	391
4	2	Universal McCann	Johnson & Johnson US, CVS US, Sime Darby Motors APAC	89.0	BASF Global	63.2	304
5	4	Havas Media	Sears US, National Association of Realtors US, Virgin Atlantic UK	81.0	Sears US	60.8	133
6	20	Mindshare	General Mills Global, Booking.com North America, Lee Kum Kee China	68.7	Sime Darby Motors APAC	42.7	77
7	7	Canvas Worldwide	Hyundai Motor US, Kia Motor US	35.0		35.0	2
8	10	Dentsu Media	Japanese Govt Japan Project, FAW-Volkswagen Magotan China Project, Suzuki India	21.0	Kurl-on India	19.5	179
9	8	Mediacom	Betfair Europe, Haven Holidays UK	47.5	EA Games Global	17.3	168
10	9	Vizeum	BBC Australia, PedidosYa Argentina, Krung Thai Bank Thailand	23.6	DHL Global	16.3	138
11	12	Horizon Media	Lindt US, STX Entertainment US, ABC TV (digital) US	14.3	Manufacture Client US	11.5	7
12	11	OMD	Realogy US, FCA UK, Beiersdorf Canada	102.7	Johnson & Johnson US	11.4	174
13	13	BPN	Tyson US, Emblem US, CCU-Ecusa US, Propaís Colombia	11.0		11.0	16
14	15	360i	Spotify US Digital, LongHorn Steakhouse US, Eurostar UK	3.7		3.7	3
15	16	GDAD	Dongfeng Yueda Kia China	2.5		2.5	1
16	17	Resolution Media	3M US, Texas Instruments US	2.1		2.1	2
17	21	Blue 449	David Lloyd Leisure UK, Carphone Warehouse UK	4.2	Halfords UK	1.9	4
18=	19=	Doner	Highmark Health US	1.5		1.5	1
18=	19=	CrossMedia	GNC US	1.5		1.5	1
20	18	The7Stars	Prostate Cancer UK, Iceland UK, Victoria Plumb UK	2.9	Uniqlo UK	1.4	5
						583.8	1,790

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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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