

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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, Bud Light, Verizon, KFC, Yoplait, Milka, Sprite	153.6	Heineken	125.6	9
2	-	BBDO	Priceline.com, Pepsi, Subway, Humana	107.8	Bud Light	56.8	9
3	2	72andSunny	Coors Brands, Axe / Lynx, Adidas, General Mills Totino's	52.0		52.0	4
4	9	DDB	Lifelock, Pears Skincare, Hudson's Bay	28.7		28.7	7
5	3	McCann WorldGroup	LATAM Airlines Group, TPN, Braman Motorcars, Chevy Silverado	27.4		27.4	7
6	7	Grey Group	Pandora Jewellery, SunEdison, LendingTree, Best Buy Project	25.2		25.2	8
7	4	AKQA	Delta Airlines(Digital), Volvo Cars, Verizon(digital)	24.0		24.0	3
8	5	Ogilvy	Coca-Cola, Southwest Airlines, Christopher & Banks	33.5	AMPM	21.8	72
9	6	R/GA	E*Trade(TV), Simple, Verizon(digital), Jet.com	28.1	Ameriprise	20.1	5
10	8	RPA	Apartments.com, Tempur Sealy, AMPM	17.6		17.6	3
11	-	Havas Worldwide	Arla Foods, Vertu, Monoprice	44.8	Nurofen	17.1	5
12	-	Venables Bell & Partners	Samsung Appliances, Leinenkugel's Beer, Celebrity Cruises	14.3		14.3	5
13	10	Barton F. Graf 9000	Scotts Miracle-Gro, Snyder's-Lance brands	13.0		13.0	2
14	11	Droga5	Johnsonville, NBTY Vitamins	22.0	Chobani	12.0	6
15	13	CP+B	Paypal, Anheuser Busch, Braintree, Santa Margherita	11.1		11.1	9
16	-	McGarryBowen	C Penney	15.0	Sears	10.8	1
17-	14=	Barker	Slim-Fast	10.0		10.0	1
17-	14=	Deutsch	Samsung (B2B)	10.0		10.0	1
17-	-	Essence	Intuit	10.0		10.0	1
20	17	J Walter Thompson	Special K, Apollo Tyres, North Shore-LIJ, Emirates	27.0	Vonage	9.0	8
						516.4	166

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Universal McCann	Coca-Cola, Sony, New York State Lottery, Hotwire, Ghirardelli	63.1	Wells Fargo	51.9	8
2	6	Carat	Mondelez Global, EMC Global, NRG, Great Call	39.7		39.7	6
3	2	Canvas Worldwide	Hyundai Motor US, Kia Motor US	35.0		35.0	2
4	3	PHD	SC Johnson(Planning), Unilever(Search), Converse	26.8		26.7	8
5	5	Havas Media	Sears, National Association of Realtors, Safelite, BOOSTCASE	26.8	Sears	25.3	12
6	25	Mindshare	General Mills, Booking.com	32.4	CVS	24.1	2
7	9	Starcom MediaVest	Citigroup Global, Meijer, Providence, Valspar	49.6	LongHorn Steakhouse	20.6	12
8	7	Horizon Media	Lindt, STX Entertainment, Snyder's-Lance	14.3	manufacture Client	11.5	7
9	8	BPN	Tyson, Sears Project, Emblem, DeVrey University	5.7		5.7	4
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=	12=	CrossMedia	GNC	1.5		1.5	1
14	14	Kepler Group	Bed Bath & Beyond	1.4		1.4	1
15	-	M/Six	KPMG Global	1.3		1.3	1
16=	15=	iCrossing	Sunrun	1.0		1.0	1
16=	15=	Hasan + Co.	Extended Stay America(Digital)	1.0		1.0	1
16=	-	Harmelin Media	New York Racing Association	1.0		1.0	1
19=	18=	Kahn Media	The Coker Group	0.5		0.5	1
19=	18=	Pitch	Haggen	0.5		0.5	1
						255.4	74

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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