

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Aug 2016

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	BBDO	AT&T US, Neulasta US, Lidl Germany, BASE Mobile Germany	319.6	Sainsbury's UK	278.1	27
2	6	DDB	McDonald's North America, Seat Global, Puma Energy Global, Sky Mobile UK	187.1	Clorox Global	154.7	234
3	2	Ogilvy	British Airways (Digital) Global, LateRooms.com UK, Motorola Global	146.8	Expedia Europe	123.9	441
4	3	McGarryBowen	United Airlines Global, Clorox Global, JC Penney US, Huawei LATAM	108.7	Staples US	103.7	16
5	4	McCann WorldGroup	Reckitt Benckiser (Lysol/Dettol) Global, GSK(Expert Marketing) Global, Staples US	94.3	Intel (B2B) Global	82.5	367
6	5	Saatchi & Saatchi	GSK Global, Wal-Mart - Asda UK, Wal-Mart US, Mondelez (Gum and Candy) Japan	76.5	Club Med Global	66.9	75
7	7	TBWA	Intel (B2B) Global, PepsiCo's Izze Global, Unitymedia Germany	64.8	MillerCoors US	49.1	114
8	14	Isobar	Panasonic(Digital) India	42.2		42.2	210
9	8	Anomaly	Beats by Dr. Dre Global, Campbell Soups Brands US, Crown Royal US	39.2		39.2	7
10	10	Mullen Lowe	USAA US, Union Investment Germany, Fox+ y Fox Play LATAM, Harley Davidson APAC	49.5	Seat Global	39.0	61
11	12	FCB	Clorox Global, Janssen US, Galderma US, Barclays ABSA South Africa	46.2	Vonage US	37.6	45
12	9	VML	Wendy's US, H&R Block(Social Media) US, Lipton Brisk US	37.0		37.0	5
13	11	Y&R	2020 Census US, Chanel UK, Lombard Odier UK Project, LG Electronics Brazil	53.2	Marks & Spencer UK	35.7	132
14	13	GSD&M	Dodge US, Blue Bunny US	26.0		26.0	2
15	18	Dentsu	LTA Singapore, Paty & Vienisima (BRF) Argentina, LEXUS China Project	24.9	Cremica India	23.1	141
16	15	Droga5	Glenmorangie Global, Rustlers UK, AB InBev Brand US, Best Damn ale US	27.4	Motorola Global	18.9	7
17	16	Cheil Worldwide	William Grant & Sons India, inshorts (Digital) India	18.3	Pfizer Korea	17.7	69
18	17	CP+B	Vonage US, Betstars UK, Hershey US, Jose Cuervo US, Byron Hamburgers UK	16.3		16.3	8
19	19	BBH	Ray-Ban Global, Macy's US, Uber UK, CreditExpert UK	24.3	Newell Rubbermaid US	14.2	7
20	20	J Walter Thompson	Wild Turkey US, Wagamama UK, Simplot Australia	48.4	Macy's US	13.9	239
						1,219.8	2,207

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Aug 2016

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	Volkswagen Global, Symantec US, Ferrero South Africa, Audible UK	176.1	Greenstone Australia	174.0	144
2	2	Hearts & Science	AT&T US	135.0		135.0	1
3	6	Zenith	Coty Global, 21st Century Fox US, Nomad Food Europe, Klook APAC(7 Markets)	81.1	Swarovski Global	68.8	74
4	3	Havas Media	Swarovski Global, Shionogi US, LG Signature US Project, TUI France	73.3	Nationwide Building Society UK	66.6	183
5	4	GroupM	Target US, Westpac Australia, IKEA (Media Buying) Global	50.8	UrbanClap India	49.9	3
6	5	OMD	Verisure Europe, Ancestry.com US, GAME UK, Telkomsel Indonesia	68.3	Chobani US	44.9	209
7	12	Carat	Diageo US&UK, Kellogg's Europe, The Post Office UK, BRF Argentina	65.5	Club Med France	39.8	231
8	8	Horizon Media	Chobani US, La Quinta Hotels US, LG Electronics US	29.5		29.5	5
9	11	Dentsu Media	Calzedonia Russia, Japan National Tourism Organisation Malaysia	25.9	Bridgestone India	25.3	215
10	9	Initiative	Reckitt Benckiser Germany & Asia(6 markets), Gov of Netherlands, T-Mobile Netherlands	28.5	Vympelkom Russia	23.5	88
11	7	Vizeum	21st Century Fox US, E.on UK, TSB UK	24.0	Sears Canada	20.0	65
12	10	Assembly	21st Century Fox US, E*Trade US, SodaStream US	19.3		19.3	4
13	13	Universal McCann	Tourism Australia Global, BMW US, Lion Australia, GMI(Planning) China	42.3	Malaysia Airlines Global	18.5	94
14	18	Maxus	Huawei(Planning) UK, Church & Dwight US, Jet.com US, BT UK	18.4	Linas Matkasse Sweden	15.3	22
15	14	Dentsu Aegis Media	IKEA (Media Buying) Global, Diageo Global	15.0		15.0	2
16	20	Mindshare	Malaysia Airlines Global, IKEA China, Oppo Singapore, JD.COM China	44.9	LG Electronics US	10.3	127
17	16	Optimedia Blue 449	Intu Shopping Centres UK, Walmart Asda UK	9.7	Perfetti Van Melle Vietnam	9.6	3
18	17	Exterion Media	TfL UK	5.0		5.0	1
19	21	Solve	Radisson US, American Standard US	2.7		2.7	2
20	65	360i	DSW US, SoFi(Digital) US	2.4		2.4	2
						775.3	1,475

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.