

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Feb 2019

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	BBD0	Mercedes Benz China Retainer , MillerCoors (Cape Line, Redd's Apple Ale) US AOR , Remy Martin China	29.0		29.0	45
2	8	Ogilvy	Pfizer China, Nestle (Content Studio) China, Confidential Consumer Goods Brand China, Maxus China	21.3	L.P.N DEVELOPMENT THAILAND AOR	20.1	60
3	2	Johannes Leonardo	Volkswagen US	20.0		20.0	1
4	6	Havas Worldwide	Dickies US Project, Grub Hub US, Bel Brands Global	14.5		14.5	16
5	3	TBWA	Refinitiv Global, Singapore Airlines Global, Gatorade Global	12.5		12.5	6
6	22	Publicis	HPB Singapore, Ohmyhome Singapore	11.9	DS China	11.8	35
7	4	Leo Burnett	Audi-Branding China, Yili-Yousuanru China, CarDekho.com India	11.2	Abbott - baby nutrition China	10.4	40
8	7	Saatchi & Saatchi	Geely China, Kabrita China, Porsche China Retainer, Yili International China	9.7	Mondelez India	9.6	16
9	9	VMLY&R	TerryWhite Chemmart Australia, Australian Defence Force Recruiting Australia, Nature Bounty US	8.6		8.6	36
10	12	BBH	Barclays UK, Audi UK, Volkswagen UK	8.0		8.0	3
11	10	Digitas	Huawei China, Mercedes-Benz China Project, Heineken China Retainer	7.8		7.8	20
12	5	Deutsch	Reebok Global	8.0	Target US	7.5	1
13	23	McCann Worldgroup	Skyworth TV China , Yinji Holiday Resort China, Opel Europe, Magnet Kitchens UK. Columbia Sportswears	7.9	WINIX	5.9	29
14=	25	MediaMonks	Avon Global digital content creation	5.0		5.0	1
14=	11	R/GA	Brixton Finishing School US, the School of Communication Arts US, Siemens Global	5.0		5.0	3
16	13	Droga5	GoCompare US, Glenmorangle Global	4.0		4.0	2
17	-	Wunderman Thompson	Bose Global Digital, Pizza Hut France	4.4	Eucerin	3.8	24
18	19	M&C Saatchi	Tab Australia, Tempo Scan Group Indonesia	3.1		3.1	5
19=	14	IBM IX	Audi UK	3.0		3.0	1
19=	15	Accenture Interactive	Arla	3.0		3.0	1
2019(Jan-Feb):						255.1	545
2018(Jan-Feb):						326.6	620
YoY Comparison:						-21.9%	-12.1%

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Feb 2019

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	Mindshare	Yili(Media Planning) China, Kangshifu Drinks Investment (China) Co., GSK India	48.7	Iconix Netherlands	48.5	108
2	2	Horizon Media	Peloton US, Petco US, National Geographic US	33.2		33.2	21
3	4	OMD	Hun Li Ji China, Snap Inc. Global, Amway China, Shuanghui (WH Group) China	25.7	Øresundsbron Copenhagen	25.4	85
4	3	Wavemaker	South Australian Government Australia, Little Red Book China, Chimelong China, Roewe China	16.9	Now TV Hong Kong	16.4	23
5	5	PHD	Al Alali UAE, Aurora Cannabis Canada, Singapore Airlines Global	10.8	Titan centro comercial Colombia	10.4	54
6	6	Initiative	Keurig Dr Pepper US, Fujitsu General Australia, Australian Radio Network (ARN) Australia, Nintendo US	9.5	Sportmaster TV Russia	8.6	26
7	8	Havas Media	Stop & Shop US, Global Citizen Global, The Open University Global, Global Citizen US	7.5	Fico Cements Vietnam	7.4	21
8	9	MediaCom	Jahwa China, Queensland Government Australia, Direct Line Group UK retained, Signet Jewelers	5.2	Australia Radio Network (ARN) Australia	4.2	5
9	7	MullenLowe MediaHub	Sennheiser Global, At Home based in Plano US	4.0		4.0	2
10	123	Universal McCann	Energizer Holdings US, Changi Airport China	3.3	Government Client	3.1	4
11	10	Empower	PetSmart US	2.5		2.5	1
12	11	Madison Media	Marico India, Marico Media India	2.3		2.3	2
13=	12	BSSP	Columbia Sportswear US	1.0		1.0	1
13=	13	Vice Media	Teads Global	1.0		1.0	1
13=	29	Hearts & Science	Hallmark Cards US	1.0		1.0	1
16	25	Cummins&Partners	Jenny Craig Australia	0.8		0.8	2
17	71	This Is Flow	Zeus Street Greek Restaurants Australia, Pladis Australia, Domaine Homes Australia	0.7		0.7	3
18=	17	Hardie Grant Media	Virgin Australia Australia	0.5		0.5	1
18=	14	Essence	UpGrad India, UpGrad India	0.5		0.5	2
18=	16	John Ayling & Associates	Battersea Dogs & Cats Home UK, World Animal Protection UK	0.5		0.5	2
2019(Jan-Feb):						158.3	386
2018(Jan-Feb):						136.0	445
YoY Comparison:						16.3%	-13.3%

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.