

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	2	Ogilvy	BOSTON SCIENTIFIC US, Pfizer China, Nestle (Content Studio) China, Maxis China	31.3	Nivea China	29.8	90
2	1	BBDO	Terminis Australia, Mercedes Benz China Retainer , MillerCoors (Cape Line, Redd's Apple Ale) US AOR , Bony Martin China Project	29.8	Grey Goose US	27.8	46
3	4	Havas Worldwide	Westfield Global, Compare the Market UK, Dickies US Project, Grub Hub US, Bel Brands Global	25.9		25.9	32
4	3	Johannes Leonardo	Volkswagen US	20.0		20.0	1
5	6	Publicis	Samsung SEA Singapore, HPB Singapore, Ohmyhome Singapore	17.3	DS China	16.1	55
6	7	Leo Burnett	Iceland UK, Audi - Aftersales/2nd hand China, WeBank China, Audi-Branding China, Yili-Yousuanru	14.6	Cadillac - CT6 China	13.6	53
7	5	TBWA	Merlin Entertainments UK, Refinitiv Global, Singapore Airlines Global, Gatorade Global	13.5		13.5	7
8=	-	Dentsu	Britannia Timepass India, Mazhavil Manorama India, Geojit Financial Services India, Subway Singapore	12.1	HP Japan Project	11.1	60
8=	8	Saatchi & Saatchi	Geely China, Kabrita China, Porsche China Retainer, Yili International China	11.1	Mondelez India	11.1	23
10	11	Digitas	Huawei China, Mercedes-Benz China Project, Heineken China Retainer	10.3		10.3	26
11	10	BBH	Tesco Mobile UK, Barclays UK, Audi UK, Volkswagen UK	10.0		10.0	5
12	9	VMLY&R	Cruck E. Cheese US, Keyroua US, FEDEX US, TerryWhite Chemmart Australia, Australian Defence Force Therapeutics Australia	9.9		9.9	52
13	13	McCann Worldgroup	TherapeuticsMD Annovera UK, Skyworth TV China , TherapeuticsMD US, Yinji Holiday	12.6	WINIX	9.8	53
14	17	Wunderman Thompson	Duracell Global, Bose Global Digital, Pizza Hut France	9.4	Eucerin	8.8	25
15	-	Anomaly	Johnnie Walker Global	8.0		8.0	1
16	31	MullenLowe Group	Grey Goose US, World of Tanks UK, Ruosh India, Sennheiser UK	8.3		7.8	12
17=	12	Deutsch	Reebok Global	8.0	Target US	7.5	1
17=	-	Ogilvy	AccorHotels Global	8.0		7.5	1
19=	14=	MediaMonks	Avon Global digital content creation	5.0		5.0	1
19=	16	Droga5	OnePlus UK, GoCompare US, Glenmorangie Global	5.0		5.0	3
2019(Jan-Mar):						405.7	920
2018(Jan-Mar):						558.8	1,034
YoY Comparison:						-27.4%	-11.0%

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	-	Carat	Cash Converters Australia, Ben Jucker PCL (BJC Foods) Thailand Contract , JACOBS DOUWE EGBERTS TH Ltd. (Super Coffee) Thailand Contract	101.9	ECCO China	92.3	49
2	1	Mindshare	Ikea Indonesia , Yili(Media Planning) China, Kangshifu Drinks Investment (China) Co. China AOR (Buying), GSK India	52.3	Iconix Netherlands	51.5	129
3	3	OMD	Yili China, Jardiance US, King Digital Entertainment/Candy Crush Friends US, Hun Li Ji China	50.7	Lovely Professional University India	49.6	111
4	2	Horizon Media	Peloton US, Petco US, National Geographic US	33.2		33.2	21
5	35	Spark Foundry	NBC Universal Entertainment US, MCM Worldwide US , Technology Brand Client, Encore Tissue	15.1		15.0	9
6	7	Havas Media	UnionPay China, Homebase UK, Stop & Shop US, Global Citizen Global, The Open University Global	14.6	Fico Cements Vietnam	14.4	45
7	6	Initiative	Swinburne University Australia, RSH Global Pvt Ltd India, Keurig Dr Pepper US, Fujitsu General Australia	11.9	Sportmaster TV Russia	10.8	44
8	10	Universal McCann	Zomato India, South Australian Government Australia, Energizer Holdings US, Changi Airport China	9.0	Government Client	8.9	10
9	-	dentsu X	Car Brand Client, Technology Brand Client	9.2	Svyaznoy Russia	8.7	60
10	25	PHD	Chuck E. Cheese US, Al Alali UAE, Aurora Cannabis Canada, Singapore Airlines Global	15.9	Titan centro comercial Colombia	8.3	85
11	4	Wavemaker	South Australian Government Australia, Little Red Book China, Chimelong China, Roewe China	15.4	Now TV Hong Kong	7.9	21
12	9	MullenLowe MediaHub	Fox Sports and Fox Entertainment US, Sennheiser Global, At Home based in Plano US	6.5		6.5	3
13	8	MediaCom	ECCO China, Jahwa China, Queensland Government Australia, Direct Line Group UK retained	7.2	Australia Radio Network (ARN) Australia	6.2	6
14	32	Vizeum	Lazada Limited Thailand Contract, EASY BUY Public Company Limited Thailand Contract	5.3		5.3	18
15	-	Zenith	WeWork China, Hong Kong, Taiwan AOR, Ralph Lauren Global, Friso (FrieslandCampina) China	8.2	M1 Singapore	4.8	12
16=	11	Empower	PetSmart US	2.5		2.5	1
16=	-	Crossmedia	Etihad Airways Global	2.5		2.5	1
18	12	Madison Media	Marico India, Marico Media India	2.0		2.0	1
19	-	Atomic 212	NT government Australia	1.2		1.2	2
20	13=	BSSP	Columbia Sportswear US	1.0		1.0	1
2019(Jan-Mar):						235.3	665
2018(Jan-Mar):						238.1	697
YoY Comparison:						-1.1%	-4.6%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.