

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Apr 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	Johannes Leonardo	Volkswagen US	20.0		20.0	1
2	12	R/GA	Sunchips US, Tresseme US, Airbnb US, Siemens Global, Brixton	20.0		19.5	15
3	2	Havas Worldwide	Coca-Cola US Project, Amazon Studios US Project, Credit Suisse US Project, Westfield Global	18.6		18.6	11
4	-	DDB	PlayStation Global, iShares by BlackRock US, Corona Global	14.2		14.2	5
5	-	Big Spaceship	TikTok US, Kirkus Media US Project, International Rescue Committee US	8.0		8.0	4
6	18=	WPP	VodafoneZiggo US, Distell US	6.5		6.5	3
7	22	Ogilvy	Los Cabos Tourism Board US	6.3		5.8	4
8	4	TBWA	Refinitiv Global, Gatorade Global, Singapore Airlines Global	5.5		5.5	3
9	6	VMLY&R	Ausgrid US, Naval Canteen US, Tourism Investment US, Nature	5.4		5.4	18
10	-	McCann WorldGroup	ADT Inc. US	5.5		4.8	2
11	-	Assembly	GameStop US, Prestone US	4.4		4.4	2
12=	7=	MediaMonks	Avon Global digital content creation	4.0		4.0	1
12=	7=	Anomaly	Johnnie Walker Global	4.0		4.0	1
14=	9=	Barkley	Winnebago US	3.5		3.5	4
14=	9=	Wunderman Thompson	Duracell Global	3.5		3.5	1
16=	11	Huge	Realtor.com	3.0		3.0	2
16=	-	GYK Antler	Hometown Financial Group, Emerson Ecologics, The Commuter	3.0		3.0	3
18=	13=	Swift	Blue Apron US	2.0		2.0	1
18=	13=	Crispin Porter Bogusky	Columbia Sportswear	2.0		2.0	1
18=	13=	Optimist Inc.	Uber Eats	2.0		2.0	1
2019(Jan-Apr)						165.6	183
2018(Jan-Apr)						244.9	173
YoY Comparison:						-32.4%	5.8%

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Apr 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	Carat	Procter & Gamble	90.0		90.0	1
2	3	OMD	Disney- 21st Century Fox US, Super Retail Group US, Jardiance US, King	39.2		39.2	9
3	2	Horizon Media	Peloton US, Petco US, National Geographic US	33.2		33.2	21
4	4	MediaHub	Fox Sports and Fox Entertainment US, Sennheiser Global, At Home based in Plano US	5.8		5.8	3
5	8	Universal McCann	Energizer US, TGI Fridays US, Just Eat Global	5.6		5.6	3
6	5	Initiative	Nintendo US, Keurig Dr Pepper US	5.0		5.0	2
7	6	Havas Media	Visit California US, Stop & Shop US, Global Citizen Global,	4.1		4.1	5
8	7	Empower	PetSmart US	2.5		2.5	3
9	9	PHD	Chuck E. Cheese US, Waze US, Singapore Airlines Global	1.6		1.6	3
10	11=	MediaCom	Grupo Ambar US, Signet Jewelers of Zales fame US	1.6		1.6	2
11	11=	Crossmedia	Etihad Airways Global	1.3		1.3	1
12	13=	BSSP	Columbia Sportswear US	1.0		1.0	1
13	13=	Spark Foundry	NBC Universal Entertainment US, MCM Worldwide US	1.0		1.0	2
14	15	Slingshot	Dickey's Barbecue Restaurants US	0.5		0.5	1
15	-	Ikon	Lindt & Sprungli US	0.5		0.5	1
16	16	The Tombras Group	Great Clips US	0.3		0.3	1
17	-	The Specialist Works	Farewill US	0.3		0.3	1
18	-	Mindshare	Ceva US, Hearinglife US	0.3		0.3	2
19	-	Wavemaker	NestAway US	0.3		0.3	1
20	17	Vice Media	Teads Global	0.2		0.2	1
2019(Jan-Apr)						79.1	69
2018(Jan-Apr)						141.4	73
YoY Comparison:						-44.0%	-5.5%

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.