

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	3	Havas Worldwide	JP Morgan Chase US Project, Coca Cola US Project, Cracker Barrel US Project	41.0		41.0	36
2	8	Ogilvy	Mondelez Global, Merck US Project, Wyheth US Project	40.3	Grainger US	39.3	10
3	1	DDB	iShares Global, PlayStation Global, iShares by BlackRock US, Corona Building Global, Kroger Stores US	34.7		34.7	7
4	2	Leo Burnett	Corrs Light US, Facebook Messenger Global	33.0		33.0	2
5	5	R/GA	Universal Music Group US, Michael's Stores US, Texas Capital Bank US	32.7		32.2	24
6	18	MullenLowe Group	Navy Federal Credit Union US, Humana US	28.4		28.4	4
7	4	Johannes Leonardo	Volkswagen US, Gap US	23.8		23.8	2
8	6	Mother	Target US, Wrangler US, Sonic Drive-Ins US	23.5		23.5	4
9	7	TBWA	Mountain Dew(PepsiCo Brand) US, University of Phoenix US, Refinitiv	22.5		22.5	5
10	9	Anomaly	Porsche Global, Stars Group Global, Johnnie Walker Global, Vodafone	15.5		15.5	4
11	10	Huge	Pantone Global, Brooks Running Company	15.0		15.0	3
12	15	VMLY&R	Walgreens Boots Alliance US, Microsoft Modern Life & Devices	16.2	Premier League Global	14.6	21
13	36	Eleven	CarGurus US, Amazon US, Salesforce US	13.0		13.0	7
14	11	Droga5	Facebook Global, Glenmorangie Global, GoCompare US	12.6		12.6	2
15	12	Camp + King	Papa John's Pizza US	12.5		12.5	1
16=	13	Wieden + Kennedy	McDonald's US project	12.0		12.0	2
16=	-	Digitas	Mondelez Global	12.0		12.0	1
18	14	Publicis Sapient	Department of Health and Human Services US	11.2		11.2	1
19	25	Barkley	Winnebago US, Dairyland Insurance US, ShopRite US, Justin's Peanut	7.5		7.5	8
20	16	WPP	VodafoneZiggo US, Distell US	6.5		6.5	3
2019(Jan-Jul)						378.4	304
2018(Jan-Jul)						453.8	345
YoY Comparison:						-16.6%	-11.9%

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	Horizon Media	Northwell Health System US, Kroger US, Lyft US	111.9	Blue Buffalo US	109.4	45
2	2	Carat	Procter & Gamble, Vodafone Global	97.5		97.5	2
3	3	OMD	McDonald's US, Boeh Ingel Animal Health Global, KeVita (PepsiCo) US	59.8	Levi Strauss US	53.3	14
4	18=	Mindshare	Allergan US, Blue Buffalo US, Dyson Global	23.9		23.9	7
5	6	MediaHub	Navy Federal Credit Union US, Ecobee US, Sennheiser Global, At Home based in Plano US	22.5		22.5	6
6	5	Starcom	Novartis Global, Vistaprint N. America	22.5	Hallmark Cards	18.3	2
7	7=	Universal McCann	Levi Strauss US, Aetna US, Energizer US, TGI Fridays US, Just The Stars Group Global, TikTok Global, WeWork US, Chuck E.	11.6		10.6	5
8	7=	PHD	Nintendo US, Keurig Dr Pepper US, Deliveroo Gbl ex UK	6.6		6.6	6
9	10	Initiative		6.0	Ecobee US	3.5	3
10	9	M/SIX	Electronic Arts Global	3.2		3.2	2
11	11	Empower	PetSmart US	2.5		2.5	3
12	12	Arena Media	Travelocity US	2.5		2.5	1
13	13	Crossmedia	Etihad Airways Global	1.3		1.3	1
14	4	Spark Foundry	NBC Universal Entertainment US, MCM Worldwide US	1.0		1.0	2
15	14	BSSP	Columbia Sportswear US	1.0		1.0	1
16	-	Havas Media	Tripadvisor Global, NFL US, Stop & Shop US, Therapeuticsmd US	9.1	Brightstar Care US	0.9	7
17=	15=	Slingshot	Dickey's Barbecue Restaurants US	0.5		0.5	1
17=	15=	Ikon	Lindt & Sprungli US	0.5		0.5	1
17=	15=	Bohemia	Berlitz US	0.5		0.5	1
20	18=	The Tombras Group	Great Clips US	0.3		0.3	1
2019(Jan-Jul)						203.1	130
2018(Jan-Jul)						261.1	130
YoY Comparison:						-22.2%	0.0%

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.