

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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 | 2 | Ogilvy | Mondelez Global, Google UK, Merck US Project, | 136.2 | National Citizen Service UK creative | 131.8 | 221 |
| 2 | 1 | DDB | Kroger Stores US, Yoohee New Zealand, Lumino New Zealand | 113.8 | Volkswagen UK | 111.1 | 142 |
| 3 | 3 | Havas Worldwide | JP Morgan Chase US Project, Vodafone Spain Project, Vodafone Uk Project | 101.3 | | 99.9 | 124 |
| 4 | 4 | Leo Burnett | CR Ng Fung China Project, Guotai Junan Hong Kong Project, VW Jetta China Project | 63.2 | CCB China | 62.3 | 123 |
| 5 | 13 | Digitas | Mondelez Global, Huawei China Project, Walmart Argentina Digital, UBS China Project | 53.0 | | 53.0 | 68 |
| 6 | 14 | Wunderman Thompson | Kaspersky Global, Friesland Campina Thailand, Dominos Pizza Malaysia | 52.8 | Eucerin | 49.3 | 122 |
| 7 | 6 | R/GA | Universal Music Group US, Michael's Stores US, Texas Capital Bank US | 46.6 | | 46.1 | 35 |
| 8 | 5 | Publicis | Enovate China, Galderma China Project | 43.0 | DS China | 41.9 | 159 |
| 9 | 7 | TBWA | IKEA Singapore, Mountain Dew US, University of Phoenix US, AMD Global | 37.8 | Standard Bank S Africa | 35.8 | 12 |
| 10 | 24 | MullenLowe Group | Navy Federal Credit Union US, Humana US, Marico's Saffola India | 38.1 | POST OFFICE UK | 35.0 | 21 |
| 11 | 23 | Isobar | Merlin Denmark, Cisco US Project, Comex Mexico | 38.8 | | 30.5 | 195 |
| 12 | 9 | Droga5 | Facebook Global, OnePlus UK, GoCompare US, Glenmorangie Global | 25.5 | | 25.5 | 5 |
| 13 | 10 | Mother | Sonic Drive-Ins US, Body Shop UK, Wrangler US | 24.3 | | 24.3 | 5 |
| 14 | 11 | Johannes Leonardo | Volkswagen US, Gap US | 23.8 | | 23.8 | 2 |
| 15 | 12 | Anomaly | Porsche Global, PokerStars, Stars Group Global, Johnnie Walker Global | 23.0 | | 23.0 | 4 |
| 16 | 18 | VMLY&R | Walgreens Boots Alliance US, Big Bazaar India, Ausgrid US, LG Argentina Digital | 27.3 | | 21.7 | 81 |
| 17 | 15 | McCann WorldGroup | NBA China, Fujifilm China Project, Infinitus China Project | 28.2 | Amway - Nutrilite China | 19.8 | 134 |
| 18 | 16 | FCB | Volkswagon Romania Project, The Electoral Commission New Zealand, Sir Fruit South Africa | 27.0 | Nivea US | 18.7 | 43 |
| 19 | 17 | Dentsu | Britannia Timepass India, Mazhavil Manorama India, Geojit Financial Services India, Subway Singapore | 21.3 | Liby China | 18.1 | 133 |
| 20 | 8 | BBDO | WhatsApp Global, Continental Tires Europe, Champion Sportswear US, Guntree Australia | 46.3 | Humana US | 16.8 | 54 |
| 2019(Jan-Aug): | | | | | | 1,135.4 | 2,265 |
| 2018(Jan-Aug): | | | | | | 1,368.8 | 2,742 |
| YoY Comparison: | | | | | | -17.0% | -17.4% |

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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 | 2 | Carat | Vodafone Global , Coca-Cola Spain, Generalitat de Catalunya Spain, ACCA India | 140.6 | Super Retail Group Australia | 125.9 | 104 |
| 2 | 3 | Horizon Media | Northwell Health System US , Kroger US , Lyft US | 112.4 | Blue Buffalo US | 109.9 | 45 |
| 3 | 1 | OMD | McDonald's US, Boehringer Ingelheim Health Global, Boehringer Ingelheim France, Pokerstars France | 119.5 | Levi Strauss US | 108.7 | 259 |
| 4 | 5 | Mindshare | Allergan US, Dyson Global, Blue Buffalo US | 102.6 | Deutsche Bahn Germany | 97.6 | 239 |
| 5 | 4 | MediaCom | eBay Global, Sony Electronics China, Sofology UK, Jollibee Philippines | 100.2 | The Stars Group Global | 71.3 | 342 |
| 6 | 8 | Havas Media | Tripadvisor Global, Disney Fox & Disney Plus Netherlands, Promperu Peru | 49.5 | Brightstar Care US | 39.5 | 88 |
| 7 | 10 | Universal McCann | Levi Strauss US, Aetna US, Mattel Australia, China, Japan, South East Asia, India, Saregama India | 38.7 | Yorkshire Building Society UK | 35.4 | 52 |
| 8 | 9 | Starcom | Novartis Global, Vistaprint N America, Medlife India | 46.1 | Dreams UK | 32.5 | 15 |
| 9 | 11 | denstu X | Ahold Netherlands, Upfield Global, Parques Reunidos Spain, Oplus Mobitech India | 28.5 | Svyaznoy Russia | 26.1 | 192 |
| 10 | 12 | MediaHub | Navy Federal Credit Union US, JWH Australia, CSR Australia, National Health Service UK Planning | 24.3 | | 24.3 | 11 |
| 11 | 6 | Wavemaker | China Mobile China, IG Markets Australia, Chubb Insurance Thailand | 60.4 | Vodafone Global | 17.7 | 95 |
| 12 | 7 | Spark Foundry | MGA Australia, PPG Australia, Australian Unity Australia | 16.6 | | 16.5 | 17 |
| 13 | 13 | PHD | TikTok Global, Swedish Armed Forces Sweden, Le Slip Français France | 35.7 | Slater & Gordon Australia | 15.3 | 167 |
| 14 | 15 | Initiative | Deliveroo Global ex UK, LEGO Australia, Geek2U Australia | 20.3 | T-Mobile Netherlands | 11.2 | 74 |
| 15 | 14 | Publicis Media | LVMH Europe | 10.0 | | 10.0 | 1 |
| 16 | 16 | M/Six | Electronic Arts Global, RegionsBank US | 4.3 | | 4.3 | 2 |
| 17 | 17 | Empower | PetSmart US | 2.5 | | 2.5 | 1 |
| 17 | 18 | Crossmedia | Ethihad Airways Global | 2.5 | | 2.5 | 1 |
| 19 | 20 | Madison Media | Marico India, Marico Media India, Racetrack.ai India | 2.3 | | 2.3 | 2 |
| 20 | 19 | Arena Media | Universal Music Group UK, Travelocity US | 2.8 | Parques Reunidos Spain | 2.2 | 2 |
| 2019(Jan-Aug): | | | | | | 563.2 | 1,723 |
| 2018(Jan-Aug): | | | | | | 683.1 | 1,655 |
| YoY Comparison: | | | | | | -17.6% | 4.1% |

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.