

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Sep 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 | Havas Worldwide | Yellowstone National Park US, LA RUBIA US Project, LOGMEIN US Project | 43.5 | | 43.5 | 42 |
| 2 | 8 | Mother | TripAdvisor US, Roc Beauty US, Instagram US Project | 42.0 | | 42.0 | 10 |
| 3 | 2 | Ogilvy | Mikimoto US Digital , Mondelez Global, Merck US Project, Wyheth US Project | 40.8 | Grainger US | 39.8 | 11 |
| 4 | 3 | DDB | iShares Global, PlayStation Global, iShares by BlackRock US, Corona Building Global, Kroger Stores US | 34.7 | | 34.7 | 7 |
| 5 | 4 | Leo Burnett | Corrs Light US, Facebook Messenger Global | 33.0 | | 33.0 | 2 |
| 6 | 5 | R/GA | Universal Music Group US, Michael's Stores US, Texas Capital Bank US | 32.7 | | 32.2 | 24 |
| 7 | 6 | MullenLowe Group | Navy Federal Credit Union US, Humana US | 31.4 | | 31.4 | 5 |
| 8 | 7 | Johannes Leonardo | Volkswagen US, Gap US | 23.8 | | 23.8 | 2 |
| 9 | 9 | TBWA | Mountain Dew(PepsiCo Brand) US, University of Phoenix US, Refinitiv | 22.5 | Accenture Interactive | 18.5 | 5 |
| 10 | 10 | Anomaly | Porsche Global, Stars Group Global, Johnnie Walker Global, Vodafone | 15.5 | | 15.5 | 4 |
| 11 | 11 | Huge | Pantone Global, Brooks Running Company | 15.0 | | 15.0 | 3 |
| 12 | 12 | VMLY&R | Walgreens Boots Alliance US, Microsoft Modern Life & Devices | 16.2 | Premier League Global | 14.6 | 21 |
| 13 | 13 | Eleven | CarGurus US, Amazon US, Salesforce US | 13.0 | | 13.0 | 7 |
| 14 | 15 | Camp + King | Papa John's Pizza US | 12.5 | | 12.5 | 1 |
| 15 | 14 | Droga5 | Facebook Global, Glenmorangie Global, GoCompare US, Biofreeze | 17.6 | Nature's Bounty US | 16.1 | 4 |
| 16 | 16= | Wieden + Kennedy | McDonald's US project, Fisher-Price US | 16.0 | | 16.0 | 3 |
| 17 | 16= | Digitas | Mondelez Global | 12.0 | | 12.0 | 1 |
| 18 | 18 | Publicis Sapient | Department of Health and Human Services US | 11.2 | | 11.2 | 1 |
| 19 | 19 | Barkley | Winnebago US, Dairyland Insurance US, ShopRite US, Justin's Peanut | 7.5 | | 7.5 | 8 |
| 20 | 20 | WPP | VodafoneZiggo US, Distell US | 6.5 | | 6.5 | 3 |

| | | |
|-----------------|--------|-------|
| 2019(Jan-Sep) | 411.9 | 333 |
| 2018(Jan-Sep) | 546.7 | 368 |
| YoY Comparison: | -24.6% | -9.5% |

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Sep 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 | 134.2 | Blue Buffalo (Part) US | 131.6 | 45 |
| 2 | 2 | Carat | Procter & Gamble, Vodafone Global | 97.5 | Walt Disney Company | 85.5 | 2 |
| 3 | 3 | OMD | McDonald's US, Boeh Ingel Animal Health Global, KeVita (PepsiCo) US | 59.8 | Levi Strauss US | 53.3 | 14 |
| 4 | - | Omnicom | Walt Disney Company Global | 24.0 | | 24.0 | 1 |
| 5 | 4 | Mindshare | Allergan US, Blue Buffalo US, Dyson Global | 23.9 | Groupe SEB Global | 23.4 | 7 |
| 6 | 5 | MediaHub | Navy Federal Credit Union US, Ecobee US, Sennheiser Global, At Home based in Plano US | 22.5 | | 22.5 | 6 |
| 7 | 6 | Starcom | Novartis Global, Vistaprint N. America | 22.5 | Hallmark Cards | 18.3 | 2 |
| 8 | - | Publicis Media | Walt Disney Company Global | 12.0 | | 12.0 | 1 |
| 9 | 16 | Havas Media | Sanofi US, Tripadvisor Global, NFL US, Stop & Shop US, | 23.6 | Brightstar Care US | 11.9 | 8 |
| 10 | 7 | Universal McCann | Levi Strauss US, Aetna US, Energizer US, TGI Fridays US, Just | 11.6 | | 10.6 | 5 |
| 11 | 8 | PHD | The Stars Group Global, TikTok Global, WeWork US, Chuck E. | 6.6 | | 6.6 | 6 |
| 12 | 9 | Initiative | Nintendo US, Keurig Dr Pepper US, Deliveroo Gbl ex UK | 6.0 | Ecobee US | 3.5 | 3 |
| 13 | 10 | M/SIX | Electronic Arts Global | 3.2 | | 3.2 | 2 |
| 14 | 11 | Empower | PetSmart US | 2.5 | | 2.5 | 3 |
| 15 | 12 | Arena Media | Travelocity US | 2.5 | | 2.5 | 1 |
| 16 | 13 | Crossmedia | Etihad Airways Global | 1.3 | | 1.3 | 1 |
| 17= | 14 | Spark Foundry | NBC Universal Entertainment US, MCM Worldwide US | 1.0 | | 1.0 | 2 |
| 17= | 15 | BSSP | Columbia Sportswear US | 1.0 | | 1.0 | 1 |
| 19= | 17= | Slingshot | Dickey's Barbecue Restaurants US | 0.5 | | 0.5 | 1 |
| 19= | 17= | Ikon | Lindt & Sprungli US | 0.5 | | 0.5 | 1 |
| 2019(Jan-Sep) | | | | | | 253.9 | 134 |
| 2018(Jan-Sep) | | | | | | 334.5 | 161 |
| YoY Comparison: | | | | | | -24.1% | -16.8% |

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.