

## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Ogilvy	MCCY Singapore, Mikimoto US Digital, Lego Japan K.K Japan	144.0	National Citizen Service UK creative	139.5	241
2	2	DDB	Dairy Farm Asia Pacific, Gardens by the Bay Singapore, Eon Europe	122.4	Henkel beauty brands Germany	117.2	164
3	3	Havas Worldwide	Yellowstone National Park US, RB Russia Project, JP Morgan Chase US Project	110.8		109.4	142
4	4	Leo Burnett	ChungHwa Telecom Taiwan Project, Airtel India, 91 Street Media India	65.3	BMW Singapore	64.1	129
5	6	Wunderman Thompson	Netflix Brazil, BMW, Mini S Africa, Oppo India Project	60.2	Eucerin	56.7	158
6	5	Digitas	Mondelez Global, Huawei China Project, UBS China Project	54.1		54.1	76
7	7	R/GA	Universal Music Group US, Michael's Stores US, Texas Capital Bank US	46.6		46.1	35
8	8	Publicis	Nestle China Project, British Motor Hong Kong Project, USTRAA India Project	44.3	DS China	43.1	166
9	13	Mother	TripAdvisor US, Roc Beauty US, Instagram US Project	42.8		42.8	11
10	10	MullenLowe Group	Navy Federal Credit Union US, Humana US, Marico's Saffola India	41.1	91 Street Media Technologies India	38.0	22
11	9	TBWA	Henkel beauty brands Germany, Carwow UK, Optus roster Australia	41.9	Standard Bank S Africa	34.4	16
12	19	Dentsu	Britannia Timepass India, Mazhavil Manorama India, TVS Motors Argentina,	34.6	Liby China	31.4	257
13	11	Isobar	Merlin Denmark, Cisco US Project, Comex Mexico	38.8		30.5	195
14	12	Droga5	Facebook Global, Accenture Interactive Global, Biofreeze US	31.5	Nature's Bounty US	30.0	7
15	16	VMLY&R	Walgreens Boots Alliance US, Big Bazaar India, Ausgrid US, LG Argentina Digital	31.6		26.1	110
16	14	Johannes Leonardo	Volkswagen US, Gap US	23.8		23.8	2
17	17	McCann WorldGroup	Lloyds Pharmacy UK digital, Infinitus China Project, Ferrero China Project	31.7	Amway - Nutrilite China	23.3	169
18	15	Anomaly	Porsche Global, PokerStars, Stars Group Global, Johnnie Walker	23.0	LNER UK	22.0	4
19	18	FCB	Amicus Therapeutics US, MorphoSys US, DARLIE Malaysia	28.5	Nivea US	20.2	46
20	22	Wieden + Kennedy	Fisher-Price US, McDonald's US Project, Sprite Brazil, C&A Brazil	19.0		19.0	5
2019(Jan-Sep):						1,246.0	2,638
2018(Jan-Sep):						1,615.9	3,050
YoY Comparison:						-22.9%	-13.5%

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	2	Horizon Media	Altice US, DISH Network US, Sling TV US	134.7	Blue Buffalo(Part) US	132.1	55
2	3	OMD	London Drugs Canada Project, ADGMO MENA, Australian Turf Club Australia	131.8	Sony Music France	119.0	293
3	1	Carat	Deutsche Bahn Germany, IKEA Canada, Gaes Spain	153.2	Walt Disney Company (Part)	115.3	164
4	4	Mindshare	Allergan US, Royal Caribbean Cruises China, redBus.com India	108.0	Groupe SEB Global	97.0	257
5	5	MediaCom	eBay Global, Sony Electronics China, Sofology UK, Jollibee Philippines	100.2	Nestle Italy	65.7	342
6	6	Havas Media	Tripadvisor Global, Sanofi US, Lee Kum Kee China, Puma China	69.3	Sling TV US	55.8	100
7	7	Universal McCann	Optus Australia, Amway Japan, David Jones Australia	49.3	Yorkshire Building Society UK	45.1	71
8	-	Omnicom	Walt Disney Company Global	40.0	Telenor Pakistan, Myanmar	39.4	1
9	8	Starcom	Novartis Global, Maxis Malaysia, Ferrero UK	52.2	Dreams UK	35.5	19
10	15	Publicis Media	LVMH Europe, Walt Disney Company Global	30.0		30.0	2
11	9	denstu X	Ahold Netherlands, Upfield Global, Parques Reunidos Spain, Oplus Mobitech India	28.5	Svyaznoy Russia	26.1	192
12	10	MediaHub	PGH bricks and pavers Australia, JWH Group Home Builders Australia, Budget Car Rental (WA) Australia	25.0		25.0	14
13	12	Spark Foundry	MGA Australia, PPG Australia, Australian Unity Australia	17.1		17.0	18
14	13	PHD	TikTok Global, BRP Russia, Citadele Estonia	35.8	Ferrero UK	11.3	178
15	14	Initiative	KTB Thailand, 1MG Technologies India, Bausch & Lomb Thailand	22.3	T-Mobile Netherlands	10.6	86
16	-	Vizeum	Groupe SEB Global, L'Oreal Russia, Osterreich Werbung Germany	15.6	Komoco Motors Singapore	6.3	84
17	11	Wavemaker	China Mobile China, IG Markets Australia, Chubb Insurance Thailand	60.4	Altice US	4.4	95
18	16	M/Six	Electronic Arts Global, RegionsBank US	4.3		4.3	2
19=	17=	Empower	PetSmart US	2.5		2.5	1
19=	17=	Crossmedia	Ethihad Airways Global	2.5		2.5	1
2019(Jan-Sep):						703.2	2,075
2018(Jan-Sep):						885.3	1,957
YoY Comparison:						-20.6%	6.0%

### 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](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.