

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	Milka Europe, Kimberly-Clark Brands APAC, Dairy Farm APAC	168.8	Kimberly-Clark Brands US, EMEA	144.3	278
2	2	DDB	State Farm (Part) US, OPPO Singapore, Avanti West Coast Railways UK	140.6	State Farm (Part) US	120.4	199
3	3	Havas Worldwide	Heinz Baked Beans UK, TNT & TBS US, ASTRA SWEETS BELGIUM	137.2	Keventer India	110.7	180
4	5	McCann WorldGroup	GSK pharmaceuticals Global, TSB UK, Havaianas Argentina	100.7	Charles Sturt University Australia	91.9	227
5	4	Publicis	Beiersdorf Nivea Global, AXA Global, Sephora China, IPSA China	92.3	DS China	90.8	207
6	12	Isobar	Egyptian Tourism Promotion Board MENA, Alliance Bernstein US Project	86.6	CITIC Credit Card China	75.6	326
7	6	Leo Burnett	McCormick EMEA, Nivea China Project, Nivea Latam, Yili China, Nivea Korea	81.7	Samsung Australia	75.3	167
8	8	Digitas	Tencent China Project, Huawei China Project, Mercedes-Benz China Project	64.1		64.1	103
9	7	Publicis Groupe	GSK pharmaceuticals Global	62.0		62.0	2
10	9	MullenLowe Group	AVIS US, TaxAct US, Singapore NAVY Singapore	59.1	National Trust UK	55.5	31
11	23	Wieden + Kennedy	Fisher-Price US, HBO US, Netflix US, C&A US	67.5	Equinox Fitness US	50.5	33
12	17	Droga5	Kimberly-Clark Brands US, EMEA, Coca-Cola Western Europe Digital, Equinox Fitness US	52.5	Philadelphia Cream Cheese US	48.0	10
13	10	R/GA	Universal Music Group US, Michael's Stores US, Texas Capital Bank US	46.6		46.1	35
14	14	TBWA	Groupm US, Henkel beauty brands Germany, Carwow UK, Optus roster Australia	53.4	Standard Bank S Africa	45.9	19
15	11	Mother	Zalando Europe, TripAdvisor US, Roc Beauty US, Instagram US Project	44.8		44.8	12
16	18	Dentsu	CDHU Brazil, CitiPower, Powercor Australia, Charles Sturt University Australia	46.4	Liby China	43.3	359
17	13	BBDO	Demazin Australia, Jack Daniel's, Brown-Forman Global, WhatsApp Global	75.8	Generali Germany	41.0	59
18	16	Accenture Interactive	Kimberly Clark (baby and childcare business) Global	36.0	Marks & Spencer fashion UK	35.4	4
19	15	Wunderman Thompson	Beiersdorf healthcare brands Global, AirAsia India, Netflix Brazil, Cinemark-Hoyts Argentina, Boost India	72.2	Kimberly Clark (family care division) UK	33.7	205
20	19	VMLY&R	Walgreens Boots Alliance US, Villa Maria Wines Global, Ausgrid US, LG Argentina Digital	32.6	Marigold Malaysia	26.6	111
2019(Jan-Dec):						1,774.7	3,487
2018(Jan-Dec):						2,045.7	4,328
YoY Comparison:						-13.2%	-19.4%

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	OMD	Henkel Croatia, Poste Italiane Italy, Muller dairy Germany	236.0	Klarna Germany	219.3	369
2	3	Carat	Vodafone Global, Deutsche Bahn Germany, Beiersdorf UK & Ireland	210.9	Re/Max US	172.2	228
3	2	Horizon Media	Capital One US, Biofreeze US, Sundial US, Altice US, Sling TV US	146.9	Blue Buffalo(Part) US	144.3	60
4	4	Mindshare	Peacock US, Lufthansa Group Germany, US Marine Corps US	140.8	Legal and General UK	121.0	306
5	5	MediaCom	Costa UK, P&G Ukraine(Media Buying), Klarna Germany	122.1	Nestle Italy	77.4	452
6	12	dentsu X	Upfield Global, Generali Global, Ahold Netherlands	69.9	iNova Taiwan	67.5	244
7	6	Havas Media	Reckitt Benckiser LATAM, Continental Foods Europe, Pernod Ricard Germany	111.6	Noelke (Gutfried) Germany	59.7	139
8	7	Universal McCann	Dr Ci Labo Japan, Food Panda Philippines, Nomura Securities Japan	56.9	Gaes Spain	51.8	84
9	9	PHD	TikTok Global, L'EASY Denmark, Cloetta Nordics+ Netherlands	79.5	Ferrero Global	44.5	205
10	8	Starcom	Ferrero China, upGrad India, AB InBev Thailand, BMW Singapore	60.4	Samsung Australia	40.5	32
11	10	MediaHub	Twitch US, Fuji Instax US, Budget Rental Australia, Pinterest US, Pluto TV US	32.3		32.3	22
12	13	Spark Foundry	Robinson Department Store Thailand, Silversea Cruises ANZ	25.3	CMC Markets Australia	25.1	25
13	11	Publicis Media	McCormick EMEA, LVMH Europe, Walt Disney Company Europ, LatAm, McCormick EMEA	27.0	Perfetti van Melle China	25.0	3
14	17	Vizeum	Ferrero LATAM, Russia, Ukraine, Africa, UAE, Israel, L'Oreal Russia, Vodafone Spain	32.3	Continental Foods Europe	18.6	121
15	15	Initiative	Goodman Fielder Australia, Aussie Home Loan Australia, Reckitt Benckiser Singapore	26.7	Six Flags Mexico	13.8	101
16	16	M/Six	Electronic Arts Global, RegionsBank US	4.3		4.3	2
17=	18=	Empower	PetSmart US	2.5		2.5	1
17=	18=	Crossmedia	Etihad Airways Global	2.5		2.5	1
17=	-	Clemenger Media	Samsung Australia	2.5		2.5	1
20	20	The7stars	FirstGroup railways UK	2.8	Sofology UK	2.3	2
2019(Jan-Dec):						946.0	2,621
2018(Jan-Dec):						1,102.9	2,619
YoY Comparison:						-14.2%	0.1%

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.