



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	167.7	Kimberly-Clark Brands US, EMEA	143.2	262	
2	2	DDB	State Farm (Part) US, Lucozade UK, Dairy Farm APAC	127.9	State Farm (Part) US	107.7	166	
3	3	Havas Worldwide	Skyscanner UK Project, Camara Municipal De Lisboa Portugal Project, Japan Airlines India	112.8	Jack Daniel's, Brown-Forman Global	86.4	159	
4	8	Publicis	Beiersdorf Nivea Global, McCormick brands Europe, Wavin LatAm	68.9	DS China	67.7	183	
5	4	Leo Burnett	YF Life Insurance Hong Kong Project, Gulf Oil Brazil, WeBank China Project	68.1	BMW Singapore	66.9	147	
6	6	Digitas	Cargill China Project, Marriot China Project, Bridgestone China Project	54.7		54.7	83	
7	10	MullenLowe Group	Bayer OTC brands Global, TaxAct US, AVIS US	50.1	National Trust UK	46.5	25	
8	13	Isobar	Egyptian Tourism Promotion Board MENA, Alliance Bernstein US Project	54.8		46.4	235	
9	7	R/GA	Universal Music Group US, Michael's Stores US, Texas Capital Bank US	46.6		46.1	35	
10	9	Mother	Zalando Europe, TripAdvisor US, Roc Beauty US, Instagram US Project	44.8		44.8	12	
11	21	BBDO	Jack Daniel's, Brown-Forman Global, WhatsApp Global, Continental Tires Europe	71.8	Humana US	42.3	56	
12	14	Droga5	Kimberly-Clark Brands US, EMEA, Facebook Global, Accenture Interactive Global, Biofreeze US	39.5	Nature's Bounty US	38.0	8	
13	11	TBWA	McVitie's / Pladis Global UK, Henkel beauty brands Germany, Carwow UK, Optus roster Australia	44.4	Standard Bank S Africa	36.9	18	
14	12	Dentsu	CitiPower, Powercor Australia, Charles Sturt University Australia, Patties Australia	35.0	Liby China	31.7	277	
15	5	Wunderman Thompson	Netflix Brazil, BMW, Mini S Africa, Oppo India Project	60.7	Tylenol, Listerine, Zyrtec US	27.2	162	
16	15	VMLY&R	Walgreens Boots Alliance US, Big Bazaar India, Ausgrid US, LG Argentina Digital	31.6		26.1	110	
17	17	McCann WorldGroup	Coke Digital China Project, SC Capital Thailand Project, Google - Leads Generation Hong Kong Project	33.2	Charles Sturt University Australia	24.8	188	
18	71	Doner	Tylenol, Listerine, Zyrtec US, Nature's Bounty US, Premier Health	24.0		24.0	3	
19	16	Johannes Leonardo	Volkswagen US, Gap US	23.8	Truly Hard Seltzer US	22.8	2	
20	18	Anomaly	Porsche Global, PokerStars, Stars Group Global, Johnnie Walker Global	23.0	LNER UK	22.0	4	
						2019(Jan-Oct):	1,345.8	2,920
						2018(Jan-Oct):	1,600.5	3,489
						YoY Comparison:	-15.9%	-16.3%



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	Captain Ds US, Sundial US, Altice US, DISH Network US, Sling TV US	138.6	Blue Buffalo(Part) US	136.1	57	
2	2	OMD	Muller dairy Germany, Grey Goose (Digital) Global, Patron Global Project	145.5	Danone Waters China	129.4	322	
3	3	Carat	Lindt & Sprungli Germany, Beiersdorf UK, Legal & General UK	159.7	Walt Disney Company (Part)	114.3	167	
4	4	Mindshare	Austrian Airlines Global, Volvo China Buying Projects, Standard Bank South Africa	112.5	Legal & General UK	99.3	267	
5	8	OMG23	Walt Disney Company North America	79.1		79.1	1	
6	5	MediaCom	XiaoMi Germany, Galeria Karstadt Kaufhof Germany, Equa Bank CzechRepublic	113.4	Muller dairy Germany	73.9	408	
7	6	Havas Media	Hyundai Kia Europe, Russia, Turkey, Planet Fitness US, Huawei NEC	102.3	AXA Global	50.5	118	
8	7	Universal McCann	Armor US, Optus Australia, Amway Japan, David Jones Australia	49.5	Innocent Belgium	45.3	72	
9	14	PHD	TikTok Global, Dr Oetker Sweden, Catawiki Spain	66.2	Ferrero UK	41.3	186	
10	9	Starcom	Align Technology APAC, AB InBev Vietnam, L'Oreal Vietnam	54.1	Dreams UK	37.4	24	
11	12	MediaHub	Twitch US, Fuji Instax US, Budget Rental Australia	28.5		28.5	17	
12	11	denstu X	Ahold Netherlands, Upfield Global, Parques Reunidos Spain, Oplus Mobitech India	28.5	Svyaznoy Russia	26.1	192	
13	10	Publicis Media	LVMH Europe, Walt Disney Company Europ, LatAm	25.0		25.0	2	
14	13	Spark Foundry	Danone Early Life Nutrition & Waters China, WOTIF Australia	24.7	CMC Markets Australia	24.6	21	
15	17	Wavemaker	AXA Global, Ferrigo consumer health Europe, AU, L'Oreal Philippines	75.6	Beiersdorf UK	12.6	98	
16	15	Initiative	Valvoline US, KTB Thailand, 1MG Technologies India, Bausch & Lomb Thailand	22.8	T-Mobile Netherlands	11.8	87	
17	16	Vizeum	Groupe SEB Global, L'Oreal Russia, Osterreich Werbung Germany, Jura coffeemakers Australia	15.8	TSB UK	5.2	85	
18	18	M/Six	Electronic Arts Global, RegionsBank US	4.3		4.3	2	
19=	19=	Empower	PetSmart US	2.5		2.5	1	
19=	19=	Crossmedia	Ethihad Airways Global	2.5		2.5	1	
						2019(Jan-Oct):	821.4	2,238
						2018(Jan-Oct):	979.2	2,090
						YoY Comparison:	-16.1%	7.1%

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.