



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	2	Mother	TripAdvisor US, Roc Beauty US, Instagram US Project	42.0		42.0	10	
2	7	MullenLowe Group	Bayer OTC brands Global, TaxAct US, AVIS US	35.4		35.4	8	
3	3	Ogilvy	Groupon Us, Kiwis Zespri US, Aena Videos US	44.8	Kimberly-Clark Brands US, EMEA	33.8	15	
4	5	Leo Burnett	Corrs Light US, Facebook Messenger Global	33.0		33.0	2	
5	6	R/GA	Universal Music Group US, Michael's Stores US, Texas Capital Bank US	32.7		32.2	24	
6	4	DDB	State Farm US, iShares Global, PlayStation Global, Corona Building Global, Kroger Stores US	39.7		24.7	8	
7	84	Doner	Tylenol, Listerine, Zyrtec US, Nature's Bounty US, Premier Health	24.0		24.0	3	
8	8	Johannes Leonardo	Volkswagen US, Gap US	23.8	Truly Hard Seltzer US	22.8	2	
9	15	Droga5	Kimberly-Clark Brands US, EMEA, Facebook Global, Glenmorangie	21.6	Nature's Bounty US	20.1	5	
10=	1	Havas Worldwide	Yellowstone National Park US, LA RUBIA US Project, LOGMEIN US	43.5	Jack Daniel's, Brown-Forman Global	18.5	42	
10=	9	TBWA	Mountain Dew(PepsiCo Brand) US, University of Phoenix US, Refinitiv	22.5	Accenture Interactive	18.5	5	
12	71	McKinney	Little Caesars US	18.2		18.2	2	
13	16	Wieden + Kennedy	Montblanc Global, McDonald's US project, Fisher-Price US	20.0	The Glenlivet Global	16.0	4	
14	10	Anomaly	Porsche Global, Stars Group Global, Johnnie Walker Global, Vodafone	15.5		15.5	4	
15=	11	Huge	Pantone Global, Brooks Running Company	15.0		15.0	3	
15=	-	The Marketing Arm	State Farm (Part) US	15.0		15.0	1	
17	12	VMLY&R	Walgreens Boots Alliance US, Microsoft Modern Life & Devices	16.2	Premier League Global	14.6	21	
18	13	Eleven	CarGurus US, Amazon US, Salesforce US	13.0		13.0	7	
19	14	Camp + King	Papa John's Pizza US	12.5		12.5	1	
20	17	Digitas	Mondelez Global	12.0		12.0	1	
						2019(Jan-Oct)	453.9	383
						2018(Jan-Oct)	621.5	430
						YoY Comparison:	-27.0%	-10.9%



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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, Northwell Health System US, Kroger US, Lyft US	138.1	Blue Buffalo (Part) US	135.6	57
2	2	Carat	Procter & Gamble, Vodafone Global	97.5	Walt Disney Company	97.5	2
3	4	OMG23	Walt Disney Company Global	79.1		79.1	1
4	3	OMD	Grey Goose (Digital) Global, Patron Global Project, McDonald's US	62.1	Levi Strauss US	55.6	16
5	6	MediaHub	Navy Federal Credit Union US, Ecobee US, Sennheiser Global, At Home based in Plano US	25.5		25.5	8
6	5	Mindshare	Allergan US, Blue Buffalo US, Dyson Global	23.9	Groupe SEB Global	23.4	7
7	11	PHD	The Stars Group Global, TikTok Global, WeWork US, Chuck E.	21.6		21.6	7
8	7	Starcom	Novartis Global, Vistaprint N. America	22.5	Hallmark Cards	18.3	2
9	10	Universal McCann	Armor US, Levi Strauss US, Aetna US, Energizer US, TGI Fridays US,	11.9		10.9	6
10	12	Initiative	Valvoline US, Nintendo US, Keurig Dr Pepper US, Deliveroo Gibr ex UK	6.5	Ecobee US	4.0	4
11	13	M/SIX	Electronic Arts Global	3.2		3.2	2
12=	14	Empower	PetSmart US	2.5		2.5	3
12=	15	Arena Media	Travelocity US	2.5		2.5	1
14	16	Crossmedia	Etihad Airways Global	1.3		1.3	1
15=	17=	Spark Foundry	NBC Universal Entertainment US, MCM Worldwide US	1.0		1.0	2
15=	17=	BSSP	Columbia Sportswear US	1.0		1.0	1
17=	19=	Slingshot	Dickey's Barbecue Restaurants US	0.5		0.5	1
17=	19=	Ikon	Lindt & Sprungli US	0.5		0.5	1
17=	21	Bohemia	Berlitz US	0.5		0.5	1
20	22	The Tombras Group	Great Clips US	0.3		0.3	1
						2019(Jan-Oct)	162
						2018(Jan-Oct)	168
						YoY Comparison:	-3.6%

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.