



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / May 2018

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	Publicis	Swarovski Global, Mercedes-Benz Global, Ricola Global, Tourism Ireland UK	143.1	Telefonica Chile	142.3	86	
2	4	Ogilvy	Diageo Colombia, Ministry of Social and Family Development Singapore, Hasbro Brazil	82.3	Jägermeister US Digital	79.9	189	
3	3	Havas Worldwide	BMW Motorsport Germany, Starbucks Europe CRM, ADP US, Dept of Education UK	77.8		77.8	81	
4	2	J Walter Thompson	ASUS Global, Alliance One US, Edelman Financial US, Nikon MEA & APAC Digital	105.1	Edgewell Global	69.5	195	
5	8	Saatchi & Saatchi	P&G Fabric Care N America, Campbell Arnotts Australia, Didi Australia	73.4	Asda UK	60.6	44	
6	19	MullenLowe Group	Wagamama UK, Rossmann Germany, Edgewell Global, Cabify Global	41.3	Aldeas Infantiles SOS Bolivia	40.3	15	
7	5	Grey Group	Bose Global, P&G Fabric Care N. America, Campari Group UK	39.8	Hotels.com Asia	38.4	6	
8	10	Leo Burnett	Betfair Europe, Castello cheese Global Digital, Emirates Airlines Australia	35.7	Comboios de Portugal	35.3	139	
9	9	McCann WorldGroup	Vichy Cosmetics Global, Godiva chocolates Global, Resolve Finance Australia Project	43.5	ALDI US	33.1	145	
10	12=	R/GA	Bank of America US, Oath US, MetLife Japan	32.0		32.0	28	
11	6	DDB	National Lottery UK, McDonald's Australia, Miele appliances Global	46.8	Conagra US	31.7	106	
12	12=	Isobar	SANA Namerakahonpo Thailand	28.7		28.7	148	
13	20	TBWA	Fox Networks Group US, PepsiCo Australia, Amazon Australia, JD Williams UK	35.3	Foxtel Australia	28.5	27	
14	11	Y&R	Miss America US, Office Depot Global, Viagra OTC UK	31.2	Menulog Australia	27.7	31	
15	16	Dentsu	Subway Singapore, Land Transport Authority Singapore, Smart Communications Philippines Project	26.0	HP Japan Project	25.0	119	
16	14	GS&P	BMW US, Ram Trucks US	21.0		21.0	2	
17	17=	Wieden & Kennedy	Bud Light (Social) US, Converse Global, Marubi China	18.0		18.0	6	
18	15	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, The Magic Brand US	17.5		17.5	5	
19	17=	WPP(Team Energy)	BP Global	15.0		15.0	1	
20	24	EP & Co	Lowe's US, John Deere US	14.3		14.3	2	
						May 2018	955.6	1,878
						May 2017	563.4	1,740
						YoY Comparison:	69.6%	7.9%



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / May 2018

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	PHD	HSBC Global, Iliad Italy, Harry's US, Newell US, BRP N.America	55.4	Purple Bricks UK	49.7	155	
2	5	OMD	Lidl UK Planning, Beiersdorf US, San Diego Gas & Electric US	53.6	Estee Lauder Cos Europe	47.3	140	
3	4	MediaCom	Ally Financial US, Rent-A-Center US, Total Jobs UK	52.8	NCSS Singapore	46.9	69	
4	1	Carat	Microsoft Global, P&G Hair Care N. America, Gore-Tex Global	109.9	Macy's US	38.3	117	
5	3	Spark Foundry	Macy's US, Marriott Global, Mondelez N. America, Telemundo US	54.1	KFC US	32.3	13	
6	6	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	Alzeihmers Research UK	27.8	2	
7	7	Initiative	Amazon Studios US, CMPC LATAM, Liberty Mutual US, Ecobee Canada	32.8	Keytrade Belgium	27.2	60	
8	8	Havas Media	Alain Afflelou France, Aldi Denmark, GiffGaff UK, Bob's Furniture US, Yuengling US	26.4	KGA fragrances UK	22.8	68	
9	-	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2	
10	10	dentsu X	Coolwinks.com India	22.8	Australian Fed Gov	12.8	95	
11	14	MullenLowe MediaHub	Crust Pizza Australia, Wyndham hotels N. America, Pearson Education US	11.1	Macquarie University Australia	10.9	7	
12	11	Vizeum	Wm Grant & Sons France, 2Go Philippines, Maquarie University Australia	13.2	Match.com UK	10.6	68	
13=	12	WPP(Team Energy)	BP Global	10.0		10.0	1	
13=	-	Digitas	Macy's US	10.0		10.0	1	
15	13	Universal McCann	Premier Inn UK, NCSS Singapore, LGT Private Banking Singapore	16.1	Westons Cider UK	9.7	26	
16	15	Horizon Media	TriHonda dealers US, UnitedHealth Group US, SharkNinja US, SharkNinja US	14.0	Optimum cable US	7.9	3	
17	19	M2M	Hyundai Australia, British Motors Hong Kong Project	5.5		5.5	5	
18	16	Zenith	Didi Australia, Ixigo India, Pierre Fabre China, GAC Group China	8.0	Crown Media Family Networks US	5.4	21	
19	21	360i	Advance Auto Parts US	4.0		4.0	3	
20	17	M/SIX	Westons Cider UK, Bridgestone Tires Europe, Telekom Malaysia (unifi)	3.2		3.2	3	
						May 2018	397.7	1,103
						May 2017	344.9	1,106
						YoY Comparison:	15.3%	-0.3%

### 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.