

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jun 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	Saatchi & Saatchi	P&G Fabric Care N. America	48.0		48.0	2	
2	3	R/GA	Ally Financial US Digital, Harley-Davidson US, Berkshire Hathaway US	41.6		41.6	34	
3	2	Grey Group	Bose Global, P&G Fabric Care N. America, Bulldog Gin Global	35.7		35.7	4	
4	4	Havas Worldwide	ADP US, Rackspace US, JBL Global Project, Mike'S Harder Lemonade US	21.3		21.3	9	
5	5	GS&P	BMW US, Ram Trucks US Project	21.0		21.0	2	
6	6	MullenLowe Group	Edgewell Global, Cabify Global, Bahlsen Global	19.6		19.6	3	
7	-	GSD&M	Pizza Hut US	24.3	John Deere	19.5	3	
8	7	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, Lidl US Project, The Magic Brand US	17.5		17.5	5	
9	8	Y&R	Office Depot Global, Optimum cable US, Miss America US	17.0		17.0	3	
10	45	Deutsch	Color Genomics US, H&R Block US	14.5		14.5	3	
11	9	EP & Co	Lowe's US, John Deere US	14.3		14.3	2	
12-	10	Wieden & Kennedy	Bud Light (Social) US, Converse Global	13.0		13.0	3	
12-	17	MXM	Carlsberg Beer US Project, Reynolds US Project, Allergan - Social US, Cooper Tire US Digital	13.0		13.0	10	
14	24	McCann WorldGroup	Nestle US, San Francisco Giants US, Vichy Cosmetics Global, Dorchester Collection Global	20.3	ALDI US	12.7	16	
15	13	TBWA	Fox Networks Group US, Mayo Clinic US, Swinton Group US	13.5	Vichy Cosmetics Global	12.5	4	
16	19	Anomaly	Weight Watchers International Global, Ally Financial US	14.0	Converse Global	12.0	3	
17	25	FCB	Kimberly-Clark Family Care US, Hotwire US, Strongbridge BioPharma US	10.4		10.4	8	
18-	11	Conill	Lowe's US	10.0		10.0	1	
18-	12	Via Agency	Lowe's US	10.0		10.0	1	
20	14	Eleven	Shipt US, Carbon US, Supercell Gaming US Loyalty marketing, Ladder Life Insurance US	9.5		9.5	7	
						2018(Jan-Jun)	354.3	270
						2017(Jan-Jun)	188.5	228
						YoY Comparison:	87.9%	18.4%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jun 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	Initiative	Revlon Global, Amazon Studios US, Liberty Mutual US, Entertainment Studios US, CB2 US	38.8	Burlington Stores US	35.8	7	
2	1	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	P&G Hair Care N. America	28.0	2	
3	3	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America, Telemundo US	45.9	KFC US	24.4	5	
4	-	Essence	T-Mobile US Digital Media	20.0		20.0	1	
5	5	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2	
6	8	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	12.0	2	
7	10	Horizon Media	Burlington Stores US, TriHonda dealers US, UnitedHealth Group US, SharkNinja US	17.0	Optimum cable US	10.9	4	
8-	6	MullenLowe MediaHub	New Balance US, Wyndham hotels N. America, Pearson Education US	10.5		10.5	5	
8-	7	Starcom	Red Bull US	10.5		10.5	2	
10	9	PHD	HSBC Global, Harry's US, Newell US, Rover US, BRP US, Square US	11.7	Clothing Brand US	9.9	9	
11	4	MediaCom	adidas Global Buying, Ally Financial US, Rent-A-Center US, Office Depot Global, Bose Global	26.2	Revlon Global	8.6	8	
12	11	Havas Media	Sono Bello US, Bob's Furniture US, Yuengling US, ADP US, Orbitz US	5.7		5.7	6	
13-	12	WPP(Team Energy)	BP Global	5.0		5.0	1	
13-	-	Blue 449	Dunkin' Donuts US	5.0		5.0	1	
15	13	OMD	Beiersdorf US, San Diego Gas & Electric US, Lilly NGCE US Project	4.8		4.8	3	
16	14	360i	Advance Auto Parts US, Plated US	4.0		4.0	3	
17-	15	VaynerMedia	Mondelez N. America	2.5		2.5	1	
17-	16	The7stars	ABF grocery products US	2.5		2.5	1	
17-	17	Virtueworldwide	Musical.ly US	2.5		2.5	1	
20	19	Generator Media + Analytics	TheStreet.com US, De'Longhi Group US, Mutti USA Inc US	1.3		1.3	3	
						2018(Jan-Jun)	176.0	100
						2017(Jan-Jun)	103.5	74
						YoY Comparison:	70.1%	35.1%

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.