



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	Nike China, Cathay Pacific Global, Daimler Taiwan Project, Nestle US	182.6	TriHealth US	179.8	145	
2	2	Leo Burnett	Cathay Pacific Hong Kong, Samsung Korea RETAINED Project, Anchor Electricals India	154.5	Du Middle East	151.1	201	
3	5	J Walter Thompson	Swisse Australia, MeadJohnson China Project, Multiplus LATAM, Ministry of Community & Information APAC	148.3	Shell Global	101.3	358	
4	3	Ogilvy	Rolls-Royce UK, Smithsonian Institution National Museum of American History US Project, USDA (Media Training) US Project, ITC - Wills Lifestyle India	102.7	Jägermeister US Digital	100.4	281	
5	4	McCann WorldGroup	Columbia SportswearS Global, China Merchants Bank China Project, Distell Taiwan Project	111.5	Cathay Pacific Global	96.3	245	
6	6	Havas Worldwide	Altria France AOR, Rite Aid US AOR, Rite Aid Corporation US, ADP US	100.9	Rolls-Royce UK	80.6	120	
7	7	Saatchi & Saatchi	Siemens Home Appliances China Project, Cathay Pacific APAC, New World China Property China	83.1	Asda UK	69.7	54	
8	8	R/GA	Eurosport London, Sem Parar Brazil, FIBA World Cup China	52.1		52.1	44	
9	9	MullenLowe Group	Pharmeasy India Retainer, Modern Bread India Retainer, ITC India Retainer	49.9	Aldeas Infantiles SOS Bolivia	48.9	28	
10	18	Wieden & Kennedy	Ford US PROJECT, Bud Light (Social) US, Converse Global	38.0		38.0	7	
11	13	Y&R	Amtrak US, Puma China, Carpetright UK, Plusbelle LATAM	41.9	Menulog Australia	36.0	47	
12	11	Isobar	Wired Global, SANA Namerakahonpo Thailand	33.9		33.9	170	
13	12	FCB	PropertyGuru Malaysia, Cruzeiro do Sul Educacional Brasil, The Home Depot Canada	34.2	Volkswagen New Zealand	32.3	36	
14	10	TBWA	Together UK, Du Middle East, Bluebird Bio US	40.6	Foxtel Australia	31.7	34	
15	14	Dentsu	Subway Singapore, Land Transport Authority Singapore, Smart Communications Philippines Project	29.3	HP Japan Project	28.0	134	
16	15	Grey Group	Nestle US, Bose Global, P&G Fabric Care N. America	49.8	Revlon Global	27.4	9	
17	19	VML	DuPont Electronic Materials US, Danon Oikos US, Driscoll's US, Lion Australia (Digital and Technology)	22.9		22.6	56	
18	16	GS&P	BMW US, Ram Trucks US	21.0		21.0	2	
19	17	GSD&M	Pizza Hut US	24.3	John Deere US	19.5	3	
20	20	The Martin Agency	Wizards of the Coast US, Kohl's US, Sling TV US, The Magic Brand US	17.5		17.5	5	
						Jan - Aug 2018:	1,368.8	2,742
						Jan - Aug 2017:	1,244.9	3,019
						YoY Comparison:	9.9%	-9.2%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	MediaCom	Hilton Hotels & Resorts Global, Sony US, Vivo India, Mars Global	224.9	Hong Kong Telecom Hong Kong Project	183.7	155
2	2	Initiative	LV= UK, Canada Goose Global Retained AOR, Anchor Electricals India	72.1	Unilever Russia	63.2	92
3	3	PHD	VF Corporation EMEA, Joom Spain, DPO Portugal, MegaMex USA	63.7	Unilever India AOR (Digital)	53.7	207
4	4	OMD	Flight Centre Canada, Kayak Hong Kong, Semper Sweden	65.9	Century 21 US	48.6	204
5	5	Spark Foundry	Mondelez MENA & APAC, Lenovo Global, Macy's US	69.1	Northwestern Mutuak US	44.8	17
6	20	Blue 449	T-Mobile US, PZ Cussons ANZ, Spark Networks Australia	42.7	Sony Pictures TV UK	40.9	8
7	7	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.5	Alzeihmers Research UK	28.3	4
8	8	Universal McCann	Blue AVIVA Hong Kong, Hong Kong Telecom Hong Kong Project, Nestlé Australia	32.7	Cathay Global	23.1	53
9	6	Havas Media	China Telecom China, O2 & NEFLIX UK Project, Telefónica UK	42.3	LVMH NA	22.7	109
10	10	Mindshare	Unilever India AOR (Digital), China Sports Lottery China, CapitaLand Singapore	55.2	Athena Healthcare US	21.8	164
11	9	Essence	T-Mobile US, Tigerair Australia, T-Mobile US Digital Media	20.2		19.7	2
12	12=	MullenLowe MediaHub	Athena Healthcare US, Century 21 US, Staples US Digital US, Crust Pizza Australia	19.3	7-Eleven Philippines	19.1	28
13=	11	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2
13=	73	Dentsu Aegis Network	LVMH NA	13.8		13.8	1
15	12=	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	19.5	DR.OETKER Russia	13.4	5
16	14	Vizeum	Dentiste Thailand Project, Bertram Chemical Ltd. Thailand project, New Hampshire Insurance Company Thailand project	13.8		11.2	81
17	22	Wavemaker	JALA China Planning AOR, Tempo Scan Group Indonesia, Royal National Lifeboat Institution(RNLI) Global	76.9	Hong Kong Disneyland Hong Kong AOR (SEM)	10.5	126
18	15	WPP(Team Energy)	BP Global	10.0		10.0	1
19	16	dentsu X	Coolwinks.com India	24.5	Honda Vietnam Project	9.3	113
20	19	Zenith	MyGlam(Performics) India Digital AORCoty APAC, HDFC Life India, Nestle Skin Health India, Ixigo India	11.1	Magibricks India	8.2	30
						Jan - Jul 2018:	1,655
						Jan - Jul 2017:	1,870
						YoY Comparison:	-11.5%

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.