



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Leo Burnett	Samsung Electronics visual display Global	55.9	Philadelphia Crm Cheese	53.9	3
2	2	Saatchi & Saatchi	P&G Fabric Care N. America	48.0		48.0	2
3	3	R/GA	Ally Financial US Digital, Harley-Davidson US, Berkshire Hathaway US	41.6		41.6	34
4	15=	Wieden & Kennedy	Ford US PROJECT, Plusbelle LATAM, Amart furniture Australia, Miss America US, Office Depot Global	33.0		33.0	4
5	4	McCann WorldGroup	Columbia SportswearS Global, Honeywell Global, Corning US	41.0	Cathay Pacific Global	32.4	22
6	5	Grey Group	Bose Global, P&G Fabric Care N. America, Bulldog Gin Global	35.7	Revlon Global	23.7	4
7	6	GS&P	BMW US, Ram Trucks US Project	21.0		21.0	2
8	10	Y&R	Amtrak US, Office Depot Global, Optimum cable US	20.0		20.0	4
9	7	MullenLowe Group	Edgewell Global, Cabify Global, Bahlsen Global	19.6		19.6	3
10	8	GSD&M	Pizza Hut US	24.3	John Deere	19.5	3
11	18	Havas Worldwide	Rite Aid US AOR, National Association of Realtors US Project, ADP US	27.0	RB	18.0	12
12	9	The Martin Agency	Wizards of the Coast US, Kohl's US,	17.5		17.5	5
13	11	FCB	Slingshot TV US, Lid US Project, The Kimberly Clark Global, Esperion	15.7		15.7	10
14	12	Deutsch	Therapeutics, Cholesterol Treatment Newman's Own US, Color Genomics US, H&R Block US	15.5		15.5	4
15	13	EP & Co	Lowe's US, John Deere US	14.3		14.3	2
16	14	MXM	Carlsberg Beer US Project, Reynolds US Project, Allergan - Social US, Cooper Tire US Digital	13.5		13.5	11
17	17	Eleven	Kabbage US, Peak6 US, Shipt US	13.4		13.4	10
18	16	TBWA	Bluebird Bio US, Fox Networks Group US, Mayo Clinic US, Swinton Group US	14.0	Vichy Cosmetics Global	13.0	5
19	19	Anomaly	Weight Watchers International Global, Ally Financial US	14.0	Converse Global	12.0	3
20	20	Conill	Lowe's US	10.0		10.0	1
<b>Jan-Aug 2018:</b>						<b>453.8</b>	<b>345</b>
<b>Jan-Aug 2017:</b>						<b>587.9</b>	<b>465</b>
<b>YoY Comparison:</b>						<b>-22.8%</b>	<b>-25.8%</b>



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	2	MediaCom	Hilton Hotels & Resorts Global, Sony US, Amtrak US, Mars Global	71.4	Revlon Global	53.8	16
2	12=	Blue 449	T-Mobile US, Dunkin' Donuts US	40.0		40.0	2
3	1	Initiative	Revlon Global, Amazon Studios US, Liberty Mutual US, Entertainment Studios US, CB2 US	38.8	Burlington Stores US	35.8	7
4	3	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.0	P&G Hair Care N. America	28.0	4
5	4	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America, Telemundo US	45.9	Northwestern Mutuak US	21.9	5
6	5	Essence	T-Mobile US	20.0		20.0	2
7	9	MullenLowe MediaHub	Scope US, UK, Athena Healthcare US, Century 21 US, New Balance US	19.0		19.0	9
8=	6	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2
8=	41	Dentsu Aegis Network	LVMH NA	13.8		13.8	1
10	8	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	19.5	Optimum cable US	13.4	5
11	7	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	12.0	2
12	10	PHD	Megawix USA, Loreal Puerto Rico	12.1	Clothing Brand US	10.3	11
13	202	Crossmedia	Digital, HSPG, Volvo Furniture US, Main Line Health US, Mini USA	9.3	Advance Auto Parts US	6.3	6
14	12=	WPP(Team Energy)	BP Global	5.0		5.0	1
15	15	Starcom	Red Bull US	10.5	Mars Global	4.5	2
16	16	360i	Advance Auto Parts US, Plated US	4.0		4.0	3
17=	17=	VaynerMedia	Mondelez N. America	2.5		2.5	1
17=	17=	The7stars	ABF grocery products US	2.5		2.5	1
17=	17=	Virtueworldwide	Musical.ly US	2.5		2.5	1
20	14	OMD	Arcos Dorados Puerto Rico Retained AOR, Beiersdorf US, San Diego Gas & Electric US	4.8	Century 21 US	2.3	4
<b>Jan-Aug 2018:</b>						<b>261.1</b>	<b>130</b>
<b>Jan-Aug 2017:</b>						<b>124.9</b>	<b>149</b>
<b>YoY Comparison:</b>						<b>109.1%</b>	<b>-12.8%</b>

### 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.