



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jul 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	Nestle US, Swarovski Global, Dou Yin Chins Project	173.0	TriHealth US	171.1	131	
2	10	Leo Burnett	Samsung Electronics visual display Global, Craveable Brands Australia, Betfair Europe	146.1	Du Middle East	142.7	179	
3	2	Ogilvy	ITC - Wills Lifestyle India, Diageo Colombia, Ministry of Social and Family Development Singapore	95.4	Jägermeister US Digital	93.1	255	
4	9	McCann WorldGroup	Banco do Brasil Brazil, Honeywell Global, L'Oreal Europe	101.9	ALDI US	91.4	212	
5	4	J Walter Thompson	Ministry of Community & Information APAC, Coles Liquor Australia, ASUS Global	135.0	Shell Global	88.1	283	
6	3	Havas Worldwide	ADP US, E Leclerc France, 4F Austria	85.1	Subway UK	65.8	105	
7	5	Saatchi & Saatchi	New World China Property China, P&G Fabric Care N America, Campbell Arnotts Australia	74.0	Asda UK	60.6	45	
8	6	R/GA	Ally Financial US Digital, Harley-Davidson US, Berkshire Hathaway US	48.1		48.1	41	
9	8	MullenLowe Group	Electronic Products India Retainer, Bahlsen Global, UnionPay ASEAN	48.9	Aldeas Infantiles SOS Bolivia	47.9	25	
10	13	TBWA	Du Middle East, Bluebird Bio US, Mayo Clinic US, Swinton Group US	40.1	Foxtel Australia	31.2	33	
11	12	Isobar	SANA Namerakahonpo Thailand	30.9		30.9	168	
12	21	FCB	Kimberly Clark Global, PropertyGuru Malaysia	30.7		29.2	30	
13	14	Y&R	Plusbelle LATAM, Miss America US, Office Depot Global	34.9	Menulog Australia	29.0	42	
14	15	Dentsu	Subway Singapore, Land Transport Authority Singapore, Smart Communications Philippines Project	29.3	HP Japan Project	28.0	134	
15	7	Grey Group	Nestle US, Bose Global, P&G Fabric Care N. America	49.8	Revlon Global	27.4	9	
16	16	GS&P	BMW US, Ram Trucks US	21.0		21.0	2	
17	17	GSD&M	Pizza Hut US	24.3	John Deere US	19.5	3	
18	19=	Wieden & Kennedy	Bud Light (Social) US, Converse Global, Marubi China	18.0		18.0	6	
19	18=	VML	Lion Australia (Digital and Technology)	18.0		17.7	45	
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 - Jul 2018:	1,216.5	2,434
						Jan - Jul 2017:	854.9	2,555
						YoY Comparison:	42.3%	-4.7%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jul 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	4	MediaCom	Mars Global, Shell Global, adidas Global Buying	145.3	Coty APAC	104.2	76	
2	1	Initiative	Dish TV India, Revlon Global, Amazon Studios US, CMPC LATAM	68.7	Burlington Stores US	59.9	86	
3	3	PHD	VF Europe, MegaMex USA, L&C UK	58.9	Purple Bricks UK	53.2	180	
4	2	OMD	Singtel Singapore, Muller&Lisner Poland, Canadian Red Cross Canada	64.5	Mars Australia	50.7	194	
5	5	Spark Foundry	Mondelez MENA & APAC, Lenovo Global, Macy's US	69.1	KFC US	47.3	18	
6	8	Havas Media	Danone Mexico, Orange France, Lindt Italy, Seafolly Australia	34.5	ARLO Australia	29.6	98	
7	6	Hearts & Science	P&G Fabric Care N.America, Amgen US	43.5	Alzeihmers Research UK	28.3	4	
8	10	Universal McCann	Nestlé Australia, Sentosa Development Corporation Singapore, Premier Inn UK	29.9	Loreal Puerto Rico Digital	23.4	47	
9	9	Essence	Tigerair Australia, T-Mobile US Digital Media	20.2		19.7	2	
10	233	Mindshare	Mondelez Australia & Japan, Deliveroo Australia, Aleris Hamlet Denmark	45.2	ASTRO Malaysia	15.6	140	
11	12	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2	
12=	14=	MullenLowe MediaHub	Crust Pizza Australia, Wyndham hotels N. America, Pearson Education US	11.1	Macquarie University Australia	10.9	7	
12=	14=	Horizon Media	Burlington Stores US, TriHonda dealers US, UnitedHealth Group US	17.0	Optimum cable US	10.9	4	
14	13	Vizeum	WWF UK, Wm Grant & Sons France, 2Go Philippines	13.6	Huawei Philippines	10.7	75	
15	16	WPP(Team Energy)	BP Global	10.0		10.0	1	
16	11	dentsu X	Coolwinks.com India	24.5	VF Europe	9.4	113	
17	7	Carat	Mondelez Europe, WA Government Australia, Microsoft Global	119.2	adidas(Buying) Global	9.1	134	
18	17	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	7.5	2	
19	19	Zenith	Coty APAC, Ixigo India, Pierre Fabre China, GAC Group China	10.1	Magicbricks India	7.3	26	
20	20	Blue 449	Spark Networks Australia, Perfetti China, Dunkin' Donuts US	7.5	Sony Pictures TV UK	5.6	6	
						Jan - Jul 2018:	533.9	1,426
						Jan - Jul 2017:	502.9	1,545
						YoY Comparison:	6.2%	-7.7%

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.