

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Sep 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	128	BBDO	Ford Global, Bayer US, Asda UK, Dunkin' Donuts US	113.3		64.3	11
2	1	Leo Burnett	Samsung Electronics visual display Global	55.9	Philadelphia Crm Cheese	53.9	3
3	2	Saatchi & Saatchi	Paradise Island US, P&G Fabric Care N. America	48.5		48.5	3
4	3	R/GA	Ally Financial US Digital, Harley-Davidson US, Berkshire Hathaway US	41.6		41.6	34
5	4	Wieden & Kennedy	Tinder US, Ford US PROJECT, Plusbelle LATAM, Amart furniture Australia, Miss America US	34.0		34.0	5
6	5	McCann WorldGroup	Columbia SportswearS Global, Honeywell Global, Corning US	41.0	Cathay Pacific Global	32.4	22
7	8\24	VMLY&R	Amtrak US, Office Depot Global, Optimum cable US	32.0		31.7	16
8	7	GS&P	BMW US, Ram Trucks US Project	21.0		21.0	2
9	9	MullenLowe Group	Edgewell Global, Cabify Global, Bahlsen Global	19.6		19.6	3
10	10	GSD&M	Pizza Hut US, Jack Link's US, Harry's shave care US	24.3	John Deere	19.5	3
11	11	Havas Worldwide	Barnes and Noble US, Adidas US Project, Rite Aid US, ADP US	27.6	RB	18.6	14
12	12	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
13	16	MXM	Abbott Labs US Project, Carlsberg Beer US Project, Reynolds US Project, Allergan - Social US	16.5		16.5	12
14	13	FCB	Kimberly Clark Global, Esperion Therapeutics Cholesterol Treatment US, Hotwire US	15.7		15.7	10
15	14	Deutsch	Newman's Own US, Color Genomics US, H&R Block US	15.5		15.5	4
16	18	TBWA	McCafé US, Bluebird Bio US, Fox Networks Group US, Mayo Clinic US	16.0	Vichy Cosmetics Global	15.0	6
17	15	EP & Co	Lowe's US, John Deere US	14.3		14.3	2
18	17	Eleven	Kabbage US, Peak6 US, Shipt US	13.4		13.4	10
19	19	Anomaly	Weight Watchers International Global, Ally Financial US	14.0	Converse Global	12.0	3
20	26	Beyond	PayPal US, FINSA US, CarMax US, AIG US	10.2		10.2	10
<b>Jan-Sep 2018:</b>						<b>546.7</b>	<b>368</b>
<b>Jan-Sep 2017:</b>						<b>577.7</b>	<b>494</b>
<b>YoY Comparison:</b>						<b>-5.4%</b>	<b>-25.5%</b>



## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Sep 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	Hearts & Science	WarnerMedia group US, P&G Fabric Care N.America, Amgen US	83.0	P&G Hair Care N. America	68.0	7
2	1	MediaCom	Amtrak US, Hilton Hotels & Resorts Global, Sony US, Mars Global	73.9	Revlon Global	56.3	17
3	2	Blue 449	T-Mobile US, Dunkin' Donuts US	40.0		40.0	2
4	3	Initiative	Revlon Global, Amazon Studios US, Liberty Mutual US, Entertainment Studios US, CB2 US	38.8	Burlington Stores US	35.8	7
5	24	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	35.6		35.6	3
6	8=	Dentsu Aegis Network	Intel Global, United Airlines Global, LVMH NA	24.8		24.8	3
7	5	Spark Foundry	Lenovo Global, Macy's US, Marriott Global, Mondelez N. America, Telemundo US	45.9	Bloomin' Brands US	21.4	5
8=	6	Essence	T-Mobile US	20.0		20.0	2
8=	7	MullenLowe MediaHub	Bloomin' Brands US, Dropbox Global, Scope US, Athena Healthcare US	20.0		20.0	12
10	107	dentsu X	LVMH NA, Dairy Queen Canada	18.9		18.9	3
11	184	Omnicom Media Group	Daimler Global, Tata Motors Passenger Vehicles	16.0		16.0	1
12	8=	Wieden & Kennedy	KFC US, League of Legends US	13.8		13.8	2
13	10	Horizon Media	Northwestern Mutuak US, Burlington Stores US, TriHonda dealers US	19.5	Optimum cable US	13.4	5
14	11	Digitas	Macy's US, Dunkin' Donuts US	15.0	Hilton Global	12.0	2
15	13	Crossmedia	iHealth US, Art Van Furniture US, Main Line Health US, Mini USA	9.3	Advance Auto Parts US	6.3	6
16	14	WPP(Team Energy)	BP Global	5.0		5.0	1
17=	15	Starcom	Red Bull US, Campbell Soup Global	10.5	Dropbox Global Global	4.0	2
17=	16	360i	Advance Auto Parts US, Plated US	4.0		4.0	3
19=	17=	VaynerMedia	Mondelez N. America	2.5		2.5	1
19=	17=	The7stars	ABF grocery products US	2.5		2.5	1
<b>Jan-Sep 2018:</b>						<b>329.5</b>	<b>160</b>
<b>Jan-Sep 2017:</b>						<b>161.7</b>	<b>160</b>
<b>YoY Comparison:</b>						<b>103.7%</b>	<b>0.0%</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.