



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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_NIN Lab 2019 SoW China, Adidas China, Weigang Dairy China, Dr. Oetker India, Huarun Painting China	203.8	CIB China	199.8	200	
2	2	Leo Burnett	Welspun Group India, Wingstop Inc. US, Butlin's UK, Hainan Airlines China, Samsung GMC Korea	167.0	KEI Industries India Retainer	163.3	251	
3	3	J Walter Thompson	Unilever Citra Global Pitch Thailand Global AOR, Midea Washing Machine Asia Pacific, Vitasoy Asia Pacific, Mazda NA, United Health Group NA	200.3	Kellogg's India	151.4	555	
4	7	Isobar	Siamnuwat Thailand, Marks & Spencer (M&S) India, Colorbar India, Wired Global	131.0		131.0	567	
5	4	McCann WorldGroup	Shoe Carnival US, TOSHIBA China, APP Paper Product China, Yinji Holiday Resort China, Opel Europe	147.1	Choice Hotels US	127.3	311	
6	5	Ogilvy	Country Crock US, Go-Jek Singapore, Costa Coffee UK, Fangte - Rebranding and brand consulting China	122.7	Babylon GP UK	117.1	351	
7	6	Goodby Silverstein & Partners	Pepsi US, BMW US, Liberty Mutual US	109.3		109.3	9	
8	8	Saatchi & Saatchi	Siemens Home Appliances Asia Pacific, Yili Guliduo China, Macro (Kitchen Utensils) China, Yili Baby Milk China, Atlantic US	95.6	Emirates Air Hongkong	82.2	80	
9	10	VMLY&R	Nature's Bounty US, Think Conveyancing Australia, The Nature's Bounty Co. US, Thrivent Mutual Funds US, Amart Australia	86.9	Russell Stover US	80.2	136	
10	9	R/GA	Eurosport Europe, Home Depot Décor US, Georgia-Pacific Quilted Northern US, British Land UK	75.7	Bubly US Project	68.7	62	
11	11	Havas Worldwide	E. LECLERC France, Hain Daniel brands UK, Altria France, Rite Aid US	105.2	Liberty Mutual US	64.9	134	
12	12	BBDO	AmBev Brazil, Ford Global, O2 Germany, Bayer US, Asda UK	312.1	Tourism Australia Global	52.8	118	
13	18	Digitas	Mercedes-Benz China Project, Nutrilite US, Huawei China China Project, Clinique China Project	50.2		50.2	69	
14	13	MullenLowe Group	Uber UK, Co-operative Bank UK, Pharmeasy India, Modern Bread India, ITC India	50.8	Aldeas Infantiles SOS Bolivia	49.8	30	
15	14	FCB	Grupo Modelo Mexico, Continental Italia Italy, Home Depot Canada, Samsung New Zealand, QED Therapeutics (Oncology) US	46.3	Volkswagen New Zealand	44.3	53	
16	15	Wieden & Kennedy	Tinder US, Bud Light (Social) US, Converse Global	39.0		39.0	8	
17	16	Dentsu	Mazhivil Manorama India, Geojit Financial Services India, Subway Singapore, Land Transport Authority Singapore	29.8	TCP Thailand Project	28.2	141	
18	17	TBWA	Robinhood US, Pfizer Centrum US, Supercuts US, David Lloyd Clubs UK, Dissan Group Canada	50.9	BJC - Dozo Snack Thailand Project	27.5	41	
19	19	MXM	United Healthcare US, Vraylar US, Amgen US Project, Abbott Labs US Project	20.0		20.0	16	
20	21	The Red House	Revlon	20.0		20.0	1	
						Jan - Dec 2018:	2,045.7	4,328
						Jan - Dec 2017:	1,997.9	4,795
						YoY Comparison:	2.4%	-9.7%



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	Coca-Cola UK & Ireland , Lloyds Banking Group UK, Amtrak US, Hilton Hotels & Resorts Global, Sony US, Mars Global	236.2	Seat (Møller Mobility) Norway	189.0	159	
2	2	OMD	Henkel Russia, Shuanghui China, Lenta Russia, McDonald's Netherlands, Daimler Global	204.6	PetSmart US	162.6	321	
3	4	Havas Media	Reckitt Benckiser Global, KIA India India, Lactalis Global, Hugo Boss Global, Puma Global	123.0	LVMH NA	99.3	213	
4	3	Initiative	FairFX UK, Kneipp Germany, Shark Ninja Germany, Aida Crusies Germany, Liverpool Victoria UK	90.1	Arby's US	73.2	146	
5	5	Hearts & Science	WarnerMedia group US, P&G Fabric Care N.America, Amgen US	84.3	Alzeihmers Research UK	67.6	9	
6	6	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	73.0	Delta Air Lines Global	66.8	3	
7	7	Starcom	Fiat Chrysler US, Coca Cola LATAM	108.4	OLA New Zealand	56.9	44	
8	8	Dentsu Aegis Network	The Co-operative Group UK, Intel Global, United Airlines Global, LVMH NA, Heineken	57.4	Sodastream Switzerland	55.8	92	
9	9	Spark Foundry	Lenovo / Motorola Asia Pacific, AVON China, Saputo (Murray Goulburn) Australia, General Drivezy India, LVMH US, AESIO France, Dairy Queen Canada, Coolwinks.com India	74.3	Rémy Cointreau Czech	49.3	25	
10	12	dentsu X	Delta Air Lines Global, Chauffeur Privé France, Stepstone Germany, Frizbiz France, Daimler Belgium	60.3	Thai Glico Co Thailand	42.9	189	
11	10	PHD	T-Mobile US, PZ Cussons ANZ, Spark Networks Australia	84.3	Scotch Thailand	41.2	294	
12	11	Blue 449	Arby's US, Luxottica Australia, Mailchimp US, Lactalis Australia, Ralph Lauren APAC	42.7	OYSTER adv. Agency Greece	35.6	8	
13	13	Zenith	SIG Government France, Mondelez Europe, WA Government Australia, Microsoft Global	37.4	Shuanghui China	29.8	58	
14	23	Carat	MYOB ANZ, Beiersdorf Italy, Cosmetique Asia Philippines, EGAT - project Thailand, Dentiste Thailand Project	155.7	Sodastream Norway	27.1	258	
15	22	Vizeum	Dropbox US, The Co-operative Bank UK, Prospa ANZ, Bloomin' Brands US, Dropbox Global Global	29.7	MCT Berhad Malaysia	25.1	138	
16	15	MullenLowe MediaHub	Airtel India, T-Mobile US, Tigerair Australia, T-Mobile US Digital Media	22.7		22.4	36	
17	16	Essence	OLA New Zealand, Heathrow airport UK, New Balance China, Mitsubishi Motors Australia, Huawei India	21.2	Beiersdorf Italy	20.7	3	
18	17	Wavemaker	Red Bull UK, BP Global, Newell Brands US, Buffalo Wild Wings US, Unilever India AOR (Digital)	94.2	AIA Thailand	17.5	170	
19	14	Mindshare	KFC US, League of Legends US	86.2		15.8	214	
20	18	Wieden & Kennedy		13.8		13.8	2	
						Jan - Dec 2018:	1,102.9	2,619
						Jan - Dec 2017:	931.7	2,560
						YoY Comparison:	18.4%	2.3%

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.