



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2019

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	12	BBDO	Mercedes Benz China Retainer , MillerCoors (Cape Line, Redd's Apple Ale) US AOR , Remy Martin China Project	29.0		29.0	45	
2	33	Johannes Leonardo	Volkswagen US	20.0		20.0	1	
3	18	TBWA	Singapore Airlines Global, Gatorade Global, Greenfields Indonesia	11.0		11.0	4	
4	2	Leo Burnett	Audi-Branding China, Yili-Yousuanru China, CarDekho.com India	9.8	SINGHA BEER INTERNATIONAL GLOBAL Project	9.3	27	
5	291	Deutsch	Reebok Global	8.0	Target US	7.5	1	
6	11	Havas Worldwide	Dickies US Project, Grub Hub US, Bel Brands Global	7.5		7.5	10	
7	8	Saatchi & Saatchi	Porsche China Retainer, Yili International China, Sands - Paiza Campaign China Project	6.1		6.1	8	
8	6	Ogilvy	Maxus China AOR , Haier China Project , Johnson & Johnson Japan Project	6.7	L.P.N DEVELOPMENT THAILAND AOR	5.7	21	
9	9	VMLY&R	Australian Defence Force Recruiting Australia, Nature Bounty US, Yanbal Latam, Spain, US	5.5		5.5	19	
10	13	Digitas	Huawei China China Project, Mercedes-Benz China Project, Heineken China Retainer	5.5		5.5	11	
11	10	R/GA	Siemens Global	4.0		4.0	1	
12	57	BBH	Audi UK, Volkswagen UK	4.0		4.0	2	
13	31	Droga5	Glenmorangie Global	3.0		3.0	1	
14	50	IBM iX	Audi UK	3.0		3.0	1	
15	140	Accenture Interactive	Arla	3.0		3.0	1	
16	15	FCB	Eurflexa US, Corona Extra Italy, ADR Aeroporti di Roma Italy	2.6		2.6	6	
17	278	Crispin Porter Bogusky	Columbia Sportswear US	2.0		2.0	1	
18	-	Spark44	Master & Dynamic US, Tetley UK	2.0		2.0	2	
19	42	M&C Saatchi	Tab Australia, Tempo Scan Group Indonesia	1.5		1.5	2	
20	14	MullenLowe Group	Sennheiser UK	1.0		1.0	1	
						2019(Jan):	125.3	267
						2018(Jan):	181.6	359
						YoY Comparison:	-31.0%	-25.6%



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2019

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	19	Mindshare	Yili(Media Planning) China AOR (Media Planning), Kangshifu Drinks Investment (China) Co. China AOR (Buvine), GSK India	42.1	GSK India	35.8	75	
2	21	Horizon Media	Peloton US, Petco US, National Geographic US	33.2		33.2	21	
3	18	Wavemaker	Little Red Book China, Chimelong China, Roewe China	14.6	Now TV Hong Kong	14.2	15	
4	2	OMD	Amway China, Shuanghui (WH Group) China, Beiersdorf Indonesia, Malaysia, Philippines, Singapore and Thailand	10.2	Øresundsbron Copenhagen	9.9	32	
5	11	PHD	Singapore Airlines Global, Chauffeur Privé France, Bukalapak Indonesia	9.0	Titan centro comercial Colombia	9.0	32	
6	4	Initiative	Nintendo US, Specsavers Australia, Krungsri Bank Thailand	7.6	Krungsri Bank Thailand	6.9	18	
7	16	MullenLowe MediaHub	Sennheiser Global, At Home based in Plano US	4.0		4.0	2	
8	3	Havas Media	The Open Univeristy Global, Global Citizen US, CLIP Mexico	3.0		3.0	9	
9	1	MediaCom	Direct Line Group UK retained, Signet Jewelers of Zales fame US, Hawaiian Airlines ANZ	3.7	Australia Radio Network (ARN) Australia	3.0	3	
10	27	Empower	PetSmart US	2.5		2.5	1	
11	97	Madison Media	Marico India, Marico Media India	2.3		2.3	2	
12	-	BSSP	Columbia Sportswear US	1.0		1.0	1	
13	-	Vice Media	Teads Global	1.0		1.0	1	
14	17	Essence	UpGrad India, UpGrad India	0.5		0.5	2	
15	90	iProspect	Edinburgh International Festival UK, PayPal India	0.5		0.5	2	
16	91	John Ayling & Associates	Battersea Dogs & Cats Home UK, World Animal Protection UK	0.5		0.5	2	
17	-	Hardie Grant Media	Virgin Australia Australia	0.5		0.5	1	
18	12	Blue 449	Fulfil UK	0.4		0.4	2	
19	-	Reprise	The South Australian Government Australia, Monash University Australia	0.3		0.3	2	
20	26	Arena Media	Universal Music Group UK	0.3		0.3	1	
						2019(Jan):	125.2	240
						2018(Jan):	58.8	253
						YoY Comparison:	113.0%	-5.1%

### 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.