



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	33	Johannes Leonardo	Volkswagen US	20.0		20.0	1
2	303	Deutsch	Reebok Global	6.4	Target US	5.9	1
3	18	TBWA	Gatorade Global, Singapore Airlines Global	4.5		4.5	2
4	9	VMLY&R	Nature Bounty US, Yanbal Latam, Spain, US, Sundown Naturals US	3.1		3.1	8
5	12	BBDO	MillerCoors (Cape Line, Redd's Apple Ale) US AOR , Avocado's from Mexico US AOR , Ocean Spray US AOR	3.0		3.0	3
6	11	Havas Worldwide	Dickies US Project, Grub Hub US	3.0		3.0	2
7=	10	R/GA	Siemens Global	2.0		2.0	1
7=	-	Swift	Blue Apron US	2.0		2.0	1
9	24	Eleven	JetSuiteX airlines US, Stockwell US	1.0		1.0	2
10	31	Droga5	Glenmorangie Global	0.6		0.6	1
11	15	FCB	Euflexxa US	0.5		0.5	1
12	141	Cutwater	Russell Stover US	0.5		0.5	1
13	6	Ogilvy	Los Cabos Tourism Board US	0.5		0.5	1
14	96	Mother	Target US	0.5		0.5	1
15	297	Zimmerman	Signet Jewelers of Zales fame US	0.5		0.5	1
16	178	DDB	Corona Global	3.2	Volkswagen US	-16.8	1
17	179	WPP	Distell Global	1.0	Walmart US	-19.0	1

2019(Jan)	10.9	38
2018(Jan)	56.4	46
YoY Comparison:	-80.7%	-17.4%



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	14	Horizon Media	Peloton US, Petco US, National Geographic US	33.2		33.2	21
2	6	Initiative	Nintendo US, Keurig Dr Pepper US	4.3		4.3	2
3	9	MullenLowe MediaHub	Sennheiser Global, At Home based in Plano US	3.3		3.3	2
4	22	Empower	PetSmart US	2.5		2.5	1
5	7	OMD	Tom's Shoes US Project	1.5		1.5	2
6	15	Havas Media	The Open Univeristy Global, Global Citizen US, Global Citizen US	1.5		1.5	3
7	-	BSSP	Columbia Sportswear US	1.0		1.0	1
8	2	MediaCom	Signet Jewelers of Zales fame US	0.3		0.3	1
9	52	The Tombras Group	Great Clips US	0.3		0.3	1
10	55	PHD	Singapore Airlines Global	0.3		0.3	1
11	-	Vice Media	Teads Global	0.2		0.2	1

2019(Jan)	48.1	37
2018(Jan)	11.2	26
YoY Comparison:	330.2%	42.3%

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.