



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / July 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	1	DDB	Kroger Stores US, Yoobee New Zealand, Lumino New Zealand	113.8	Volkswagen UK	111.2	142	
2	2	Ogilvy	Japan Airlines SE Asia, Civica UK Projects, Storytel Brazil	88.2	National Citizen Service UK creative	83.7	183	
3	3	Havas Worldwide	Michelin France, Sydney Water Australia, Donut Shop US Project, Loreal España Spain Project	73.6		72.2	75	
4	4	Leo Burnett	Fiat Brazil Social, Yili-Changyi China, VW China Project	61.2	CCB China	60.3	102	
5	6	Publicis	Samsung SEA Singapore, Marster Kong China, Honda Brazil	39.6	DS China	38.4	138	
6	5	R/GA	Slack US, Sunchips US, Tresseemme US, Airbnb US	35.8		35.3	28	
7	7	TBWA	Mountain Dew US, University of Phoenix US, AMD Global, Fonterra Brands Australia	37.0	Standard Bank S Africa	35.0	11	
8	8	BBDO	WhatsApp Global, Continental Tires Europe, Champion Sportswear US, Gumtree Australia	46.3	Mountain Dew US	26.8	54	
9	9	Droga5	Facebook Global, OnePlus UK, GoCompare US, Glenmorangie Global	25.5		25.5	5	
10	24	Mother	Sonic Drive-Ins US, Body Shop UK, Wrangler US	24.3		24.3	5	
11	10	Johannes Leonardo	Volkswagen US, Gap US	23.8		23.8	2	
12	12	Anomaly	Porsche Global, PokerStars, Stars Group Global, Johnnie Walker Global	23.0		23.0	4	
13	11	Digitas	Huawei China Project, Walmart Argentina Digital, UBS China Project	22.0		21.9	58	
14	17	Wunderman Thompson	Kaspersky Global, Friesland Campina Thailand, Dominos Pizza Malaysia	21.0	Eucerin	20.4	92	
15	13	McCann WorldGroup	Star Cement India Project, LIFULL Japan Project, M4Marry India Project	25.9	Amway - Nutrilite China	19.5	107	
16	16	FCB	Volkswagon Romania Project, The Electoral Commission New Zealand, Sir Fruit South Africa	26.0	Nivea US	17.7	40	
17	14	VMLY&R	Walgreens Boots Alliance US, Big Bazaar India, Ausgrid US, LG Argentina Digital	21.8		16.2	80	
18	15	Dentsu	Britannia Timepass India, Mazhavil Manorama India, Geojit Financial Services India, Subway Singapore	18.9	Liby China	15.7	128	
19	-	Wieden + Kennedy	McDonald's US Project, Sprite Brazil, C&A Brazil	15.0		15.0	4	
20	18	Saatchi & Saatchi	Grohe Germany, Yongqing Fang China, MayLand Group China	17.5	Haagen-Dazs Global	14.5	54	
						2019(Jan-Jul):	904.2	1,940
						2018(Jan-Jul):	1,214.8	2,434
						YoY Comparison:	-25.6%	-20.3%



## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / July 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	1	OMD	McDonald's US, Storck UK, Renault Sports UK, Boehringer Ingelheim Vetmedica Global	112.2	Lovely Professional University India	105.4	243	
2	2	Carat	Coca-Cola Spain, Generalitat de Catalunya Spain, ACCA India, Deutsche Bahn Germany	115.6	Super Retail Group Australia	100.9	103	
3	3	Horizon Media	Eharmony US, Avis US, Belk US, Peloton US, Petco US	92.7		92.7	33	
4	-	MediaCom	eBay Global, British gas UK, T-Mobile Netherlands	97.3	The Stars Group Global	66.8	333	
5	4	Mindshare	Tai Kang Insurance China, Mreferral Hong Kong, Hong Kong Property Services	71.1	Deutsche Bahn Germany	66.3	212	
6	7=	Wavemaker	China Mobile China, IG Markets Australia, Chubb Insurance Thailand	60.4	Novartis Global	44.2	95	
7	6	Spark Foundry	Allergan US, MGA Australia, PPG Australia, Australian Unity Australia	35.6		35.5	18	
8	5	Havas Media	TIM Brazil, Clorox LATAM, Changi Airport Group Singapore, NFL US, Dreams UK	42.4	Vistaprint N. America	33.1	84	
9	-	Starcom	Novartis Global, Vistaprint N America, Medlife India	46.1	Dreams UK	33.0	15	
10	7=	Universal McCann	Aetna US, Mattel Australia, China, Japan, South East Asia, India, Saregama India	34.7	Yorkshire Building Society UK	31.4	51	
11	10	denstu X	Ahold Netherlands, Upfield Global, Parques Reunidos Spain, Oplus Mobitech India	28.5	Svyaznoy Russia	26.1	192	
12	9	MediaHub	JWH Australia, CSR Australia, National Health Service UK Planning	17.6		17.6	10	
13	13	PHD	TikTok Global, The Stars Group Global, Catawiki Netherlands Project	34.8	Slater & Gordon Australia	14.4	154	
14	-	Publicis Media	LVMH Europe	10.0		10.0	1	
15	11	Initiative	Groupon EMEA & APAC, KPMG Australia	14.7	T-Mobile Netherlands	5.6	47	
16	12	M/Six	Electronic Arts Global, RegionsBank US	4.3		4.3	2	
17	14=	Empower	PetSmart US	2.5		2.5	1	
18	14=	Crossmedia	Etihad Airways Global	2.5		2.5	1	
19	16	Arena Media	Universal Music Group UK, Travelocity US	2.8	Parques Reunidos Spain	2.2	2	
20	17	Madison Media	Marico India, Marico Media India	2.0		2.0	1	
						2019(Jan-Jul):	563.2	1,723
						2018(Jan-Jul):	533.4	1,424
						YoY Comparison:	5.6%	21.0%

### 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.