



January 10th 2019



New biz balance 2018

January to December 31th

837 wins • 744 departures • 340 retentions

**19 networks & Groups of netw
global & regional rankings**

Extract 15 pages

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Introduction

As in the previous ones, this sixth edition of the "**New-biz balance**" report is a final ranking of media agency networks based on the balance between accounts won minus departures.

The retentions are listed but are not added to the New-biz balance as they are not new business. By creating a "Success Index", adding retentions to the new-biz balance, we found the same ranking with MediaCom number One, by far.

All users of the RECMA Data Center, launched in April 2018, are well aware of the competition as they have access to the granular information updated on a daily base. This report brings the final picture of a combative year with a 5,6% increase of the volume in play, to \$ 27,6 bn.

At the Group level, based on account moves announced during the whole year 2018, Publicis Media is indisputably ahead of the competition and Dentsu Aegis Network (DAN) leads the Departures score. Indeed, DAN has a negative balance of \$ 0,8 bn whereas Publicis Media reached a \$ 1,25 bn positive balance.

Two challengers, IPG Mediabrands with nearly **\$ 1 bn** of positive balance, and GroupM with nearly \$ 0,5 bn succeeded to achieve a good momentum. OMG and Havas Media are around break-even.

At network level, MediaCom succeeded to compensate its \$ 1,3 bn departures in 2018 thanks to a total of wins of \$ 2,8 bn **totalizing a record of 27 moves "in" versus 20 departures.**

The research is based on 276 different advertisers and 837 account moves, plus 340 retentions, through **62 countries**. All the top 158 international advertisers defined by RECMA as "core clients" are listed in this research.

To follow up the competition in 2019, please connect to the RECMA Data Center, daily updated.

*We warmly thank all industry partners
for providing us with the relevant information.*

Caroline Montane
Senior Global Analyst

Scope of the methodology

What is the perimeter of this study ?

- 1• all the reviews involving the **top 158 int'l advertisers spending more than \$ 1m**
- 2• all regional reviews above \$m 10.
- 3• all reviews of other advertisers above \$m 10 (mostly national accounts in the USA, China, UK, etc)
- 4• the date of announcement of the move is taken into account and not the effective date of win. Only the 2018 announcements.
- 5• a transfer is not taken into account as it is not a new business.
- 6• Digital moves are taken into account as well as strategic planning.

While this report looks at **retentions** of all accounts, they are not counted into any of the key rankings, and are shown for information purposes.

Since January 1st 2018 to December 31th 2018, **an estimated \$ 20,4 bn has been in review from this panel** (plus \$ 7,2 bn for the retentions).

How many accounts ?

So far, **837 accounts moved** (one advertiser per country) which concerned **276 different advertisers**. This does not mean that 837 pitches occurred, as global or regional reviews can encompass many countries (up to 62 from RECMA 's research perimeter).

In this panel, 340 accounts are "**retentions**", which concerned 32 different advertisers. Those retentions represents **29% of the moves**, to be compared to 21% in 2017. These accounts amount to \$bn 7,2 or 26% of the volume studied (versus 33% in 2017).

RECMA understands that many more reviews have been concluded at the time we publish, but they are out of the scope of this report. You can find many more details about local moves in the Domestic Reports RECMA is going to publish in 46 markets by next February (T21 criteria), and in the Advertiser online database.

What are the standalone agencies?

The standalone agencies line includes the other entity of a Group non part of the networks plus the dedicated units. Ex: LVMH by l'Atelier/ GroupM . **The huge GSK account (\$ bn 2) has been won by Publicis Media but not allocated to one of its four networks.** Therefore we have outlined this move in every ranking table under the branding « platformGSK » although it's not a global media agency but a dedicated unit.

The total of a Group is equal to the sum of the networks of the Group plus the standalone agencies of the Group.

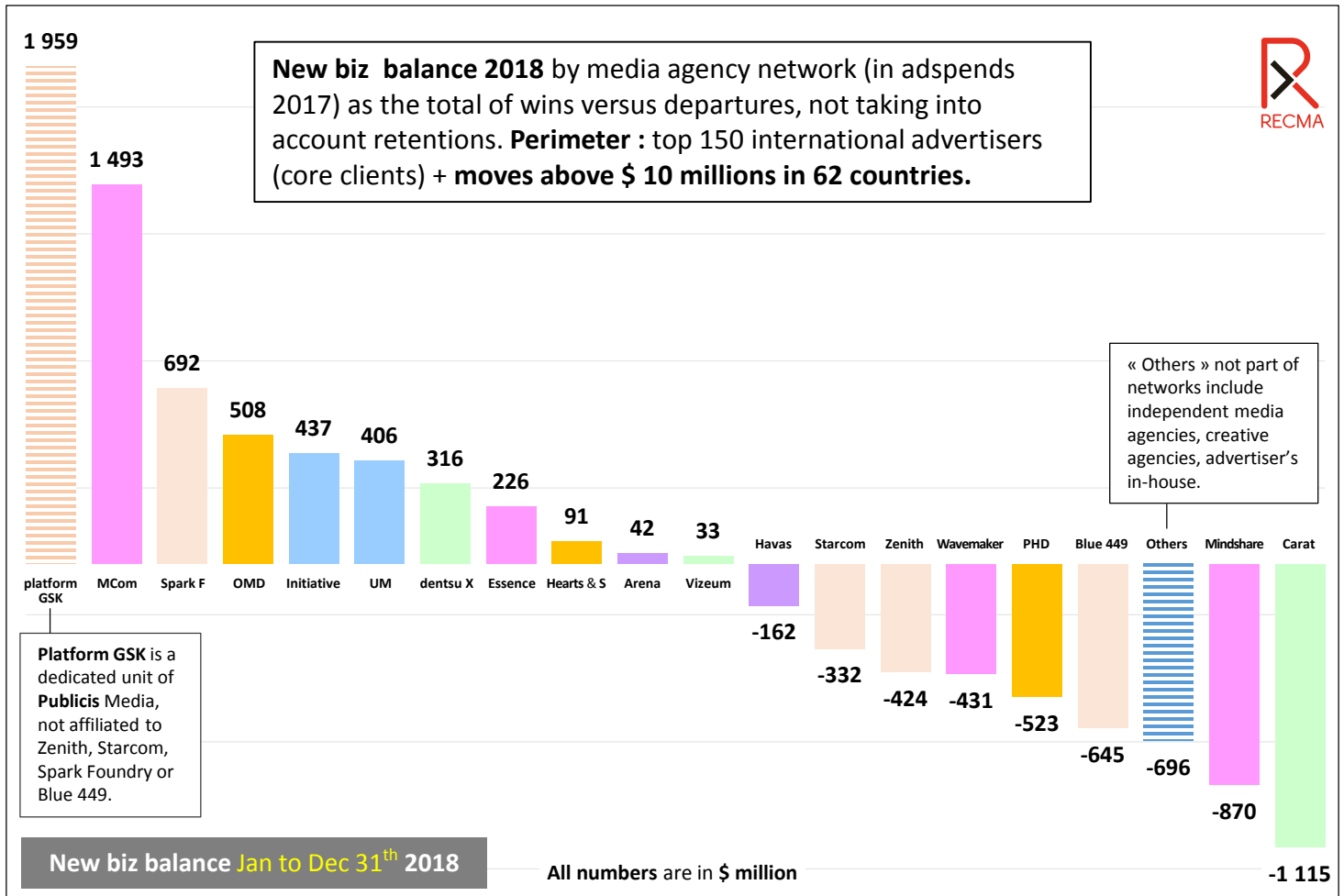
Part One

Key global rankings

- 1a. **New biz balance by network:** Seven positive scores
- 1b. **NBB by Group:** platformGSK brings Publicis Media the n°1 rank
- 2a. **MediaCom by far ahead of Spark and OMD**
- 2b. **Groups & networks combination**
- 3. **MediaCom leads the Wins in adspends**
- 4. **Highest departures score for Carat**
- 5a. **Retentions represent 26% of the accounts in play**
- 5b. **The Success Index aggregates retentions and NB balance**

1a. New biz balance 2018 by network

Seven positive scores versus eight negative

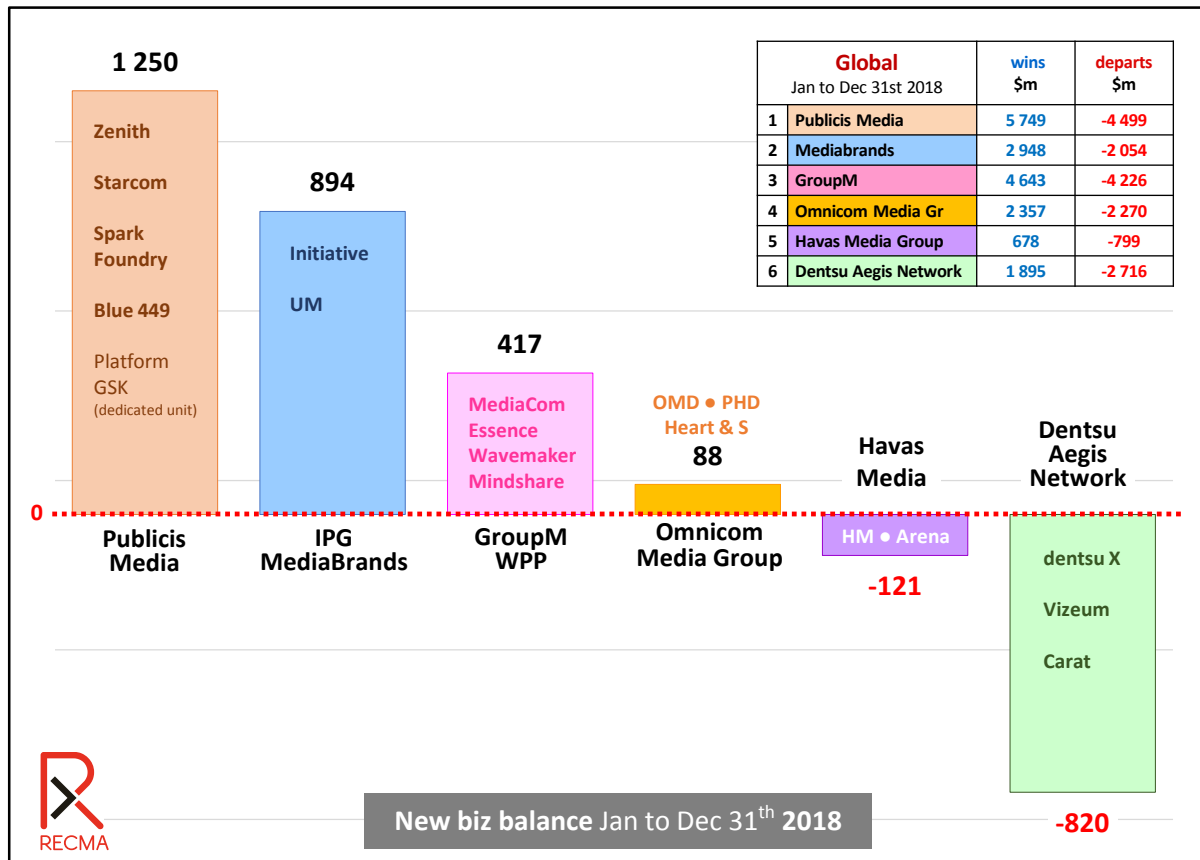


MediaCom's positive new biz balance is of \$ 1493m, whereas **Carat's** balance is negative of \$ 1115m. Including platformGSK as a dedicated unit affiliated to **Zenith** would have ranked Zenith n°1, slightly ahead with \$ 1535 m.

The total account moves won by the 19 networks (+ platform GSK) is of \$ 18,14bn versus departures of \$ 16,43 bn. The 10% gap comes from entities non-part of the six holdings : either independent media agencies such as Horizon Media or advertising agencies, in-house advertisers or new entrants on the advertising market.

1b. New biz balance 2018 by Group

PlatformGSK brings Publicis the n°1 rank



Each column represents the New biz Balance = Wins *minus* Departures.
Retentions are **not** taken into account. All numbers are in \$ million.

Industry trends. In 2018, based on the RECMA perimeter of account moves above \$ 10m, the total of wins was of \$ 20 371m to be compared to the previous year : \$ 17 622m. A 15% growth. But the total of retained accounts decreased to \$ 7 217m from \$ 8 498m. A 15% decrease. Therefore the overall account moves changed to \$ 27 588m from \$ 26 120m : a 5,6% growth.

2a. MediaCom by far ahead of Spark and OMD

		A-B	A	B	C	A-B+C
Global Jan to Dec 31st 2018		New biz balance	wins \$m	departs \$m	Total Retentions in \$m	Success Index
1	MediaCom	1 493	2 760	-1 267	1 515	3 008
2	Spark Foundry	692	1 350	-658	150	842
3	OMD	508	1 450	-942	1 087	1 595
4	Initiative	437	1 040	-604	46	482
5	UM	406	1 839	-1 433	171	577
6	dentsu X	316	531	-216	95	411
7	Essence	226	335	-109	-	226
8	Hearts & Science	91	438	-347		91
9	Arena	42	62	-21	204	246
10	Vizeum	33	269	-236	47	80
11	m/SIX	7	7	-	-	7
12	Havas Media	-162	616	-778	269	107
13	Starcom	-332	1 474	-1 806	774	442
14	Zenith	-424	785	-1 209	263	-160
15	Wavemaker	-431	889	-1 320	161	-270
16	PHD	-523	458	-981	468	-55
17	Blue 449	-645	155	-800	60	-585
18	Mindshare	-870	650	-1 520	532	-338
19	Carat	-1 115	1 073	-2 188	1 145	30
//	platformGSK Publicis	1 959	1 959	-	-	1 959
Standalone		-1	130	-131	155	154
Independent		-696	2 101	-2 796	75	-621
TOTAL		1 011	20 371	-19 360	7 217	8 228
1	Publicis Media	1 250	5 749	-4 499	1 391	2 641
2	Mediabrand	894	2 948	-2 054	228	1 122
3	GroupM	417	4 643	-4 226	2 208	2 625
4	Omnicom Media Gr	88	2 357	-2 270	1 554	1 642
5	Havas Media Group	-121	678	-799	473	352
6	Dentsu Aegis Network	-820	1 895	-2 716	1 287	467

MediaCom's positive new biz balance is based on 27 account wins versus 20 departures. The two biggest wins are Mars (\$ 1229m) and Adidas (\$ 412m) which represent 60% of its wins. The biggest departure is GSK (\$ 887m) which represents 70% of its departures. Not taking into account these three key brands, gives a new biz balance of \$ 739m, still ranked n°1 ahead of **Spark Foundry** \$ 692m (seven wins vs nine departures). **OMD** is ranked n°3 with a balance of \$ 508m but Daimler/ Mercedes (\$ 435m) represents 85% of its positive balance.

2b. Groups & networks combination

Publicis Media	Total NBB	Won in \$m	Depart in \$m	Retentions in \$m
platformGSK Publicis	1 959	1 959		
Spark Foundry	692	1 350	-658	150
Starcom	-332	1 474	-1 806	774
Zenith	-424	785	-1 209	263
Blue 449	-645	155	-800	60
Standalone agencies	0	25	-26	144
Total new biz balance	1 250	5 749	-4 499	1 391

IPG Mediabrands	Total NBB	Won in \$m	Depart in \$m	Retentions in \$m
Initiative	437	1 040	-604	46
UM	406	1 839	-1 433	171
Standalone agencies	51	69	-18	11
Total new biz balance	894	2 948	-2 054	228

GroupM WPP	Total NBB	Won in \$m	Depart in \$m	Retentions in \$m
MediaCom	1 493	2 760	-1 267	1 515
Essence	226	335	-109	-
m/SIX	7	7	-	-
Wavemaker	-431	889	-1 320	161
Mindshare	-870	650	-1 520	532
Standalone agencies	-8	2	-10	-
Total new biz balance	417	4 643	-4 226	2 208

Omnicom Media Gr	Total NBB	Won in \$m	Depart in \$m	Retentions in \$m
OMD	508	1 450	-942	1 087
Hearts & Science	91	438	-347	-
PHD	-523	458	-981	468
Standalone agencies	12	12	0	0
Total new biz balance	88	2 357	-2 270	1 554

Havas Media Group	Total NBB	Won in \$m	Depart in \$m	Retentions in \$m
Arena	42	62	-21	204
Havas Media	-162	616	-778	269
Standalone agencies	-1	0	-1	0
Total new biz balance	-121	678	-799	473

Dentsu Aegis Network	Total NBB	Won in \$m	Depart in \$m	Retentions in \$m
dentsu X	316	531	-216	95
Vizeum	33	269	-236	47
Carat	-1 115	1 073	-2 188	1 145
Standalone agencies	-54	22	-77	0
Total new biz balance	-820	1 895	-2 716	1 287

Independents	-696	2 101	-2 796	75
TOTAL	1 011	20 371	-19 360	7 217

3. MediaCom leads the Wins in adspends

Global Jan to Dec 31st 2018		wins \$m	Key accounts moves	Nbr advertis ers
1	MediaCom	2 760	Mars, Adidas	27
2	UM	1 839	Amex, Quicken Loans, Estée Lauder	35
3	Starcom	1 474	Fiat Chrysler	10
4	OMD	1 450	Daimler, UK Gov/COI, US Army	24
5	Spark Foundry	1 350	Macy's, Mondelez, Campbell, Marriott	7
6	Carat	1 073	P&G, Heineken, Intel	18
7	Initiative	1 040	Liberty Mutual, Astra Zeneca	19
8	Wavemaker	889	Mondelez, Danone	15
9	Zenith	785	JM Smucker, Arby's, L'Oréal	15
10	Mindshare	650	Ferrero, Newell Rubbermaid	18
11	Havas Media	616	Papa John's, China Telecom	23
12	dentsu X	531	LVMH	8
13	PHD	458	HSBC	19
14	Hearts & Science	438	Amgen Drugs	4
15	Essence	335	T-Mobile	1
16	Vizeum	269	CarMax	10
17	Blue 449	155	Dunkin'Donut	3
18	Arena	62	Molinos Rio de la Plata	2
19	m/SIX	7	Bridgestone	1
//	platformGSK Publicis	1 959	GSK	1
Standalone agencies		130	Dropbox, Lactalis, Multichoice	7
Independents		2 101	UnitedHealth, KFC, Boehringer, Heineken, Lending Tree	39
TOTAL		20 371		306
1	Publicis Media	5 749		31
2	GroupM	4 643		58
3	Mediabrand	2 948		55
4	Omnicom Media Gr	2 357		43
5	Dentsu Aegis Netw	1 895		33
6	Havas Media Group	678		24

4. Highest departures score for Carat

	Global Jan to Dec 31st 2018	departs \$m	Key accounts moves	Nbr advertise rs
1	Carat	-2 188	Mondelez, Adidas, Macy's	29
2	Starcom	-1 806	Mars, Heineken	24
3	Mindshare	-1 520	Amex, HSBC, GSK	16
4	UM	-1 433	Fiat Chrysler	17
5	Wavemaker	-1 320	Amgen, Campbell, Marriott	28
6	MediaCom	-1 267	GSK, Revlon	20
7	Zenith	-1 209	Daimler, AstraZeneca, Mars	20
8	PHD	-981	GSK, Newell Rubbermaid	13
9	OMD	-942	Estée Lauder, McDo, Intel	26
10	Blue 449	-800	T-Mobile, Liberty Mutual	6
11	Havas Media	-778	LVMH	10
12	Spark Foundry	-658	KFC, Ally Financial	9
13	Initiative	-604	Arby's, Papa John's	19
14	Hearts & Science	-347	P&G	3
15	Vizeum	-236	Lactalis	15
16	dentsu X	-216	Australia Fed. Gov., Lenovo	5
17	Essence	-109	GSK	3
18	Arena	-21	Directv	2
	Standalone	-131	GSK, Nat. Geo., Delta Air., AGL	9
	Independent	-2 796	Quicken Loans, UnitedHealth, Hotels.com, Lending Tree, Dunkin'Donuts, CarMax	60
	TOTAL	-19 360		334
1	Publicis Media	-4 499		51
2	GroupM	-4 226		57
3	Dentsu Aegis Netw	-2 716		43
4	Omnicom Media Gr	-2 270		39
5	Mediabrand	-2 054		34
6	Havas Media Group	-799		14

5a. Retentions: 26% of the volume in play

Global Jan to Dec 31st 2018		Total Retentions in \$m	New biz balance \$m	Key Accounts moves	Nbr adver tisers
1	MediaCom	1 515	1 493	Mars, Sky	9
2	Carat	1 145	-1 115	Microsoft, Mondelez	7
3	OMD	1 087	508	Daimler, McDo, Beiersdorf	11
4	Starcom	774	-332	Lidl, Mondelez	10
5	Mindshare	532	-870	Nestlé, BP	7
6	PHD	468	-523	Unilever	2
7	Havas Media	269	-162	Orange	5
8	Zenith	263	-424	Nestlé, Lactalis	7
9	Arena	204	42	Carrefour	1
10	UM	171	406	Charles Schwab	6
11	Wavemaker	161	-431	Huawei, SAIC	6
12	Spark Foundry	150	692	Lenovo	3
13	dentsu X	95	316	Dongfeng Honda	2
14	Blue 449	60	-645	Perfetti Van Melle	1
15	Vizeum	47	33	Huawei	3
16	Initiative	46	437	Officeworks, Specsavers	2
-	Essence	0	226		
-	Hearts & Science	0	91		
-	m/SIX	0	7		

Standalone	155	-1	Expedia	2
Independent	75	-696	US Air Force, McDo	4
TOTAL	7 217	1 011		88

1	GroupM	2 208	417		20
2	Omnicom Media Gr	1 554	88		12
3	Publicis Media	1 391	1 250		20
4	Dentsu Aegis Netw	1 287	-820		12
5	Havas Media Group	473	-121		6
6	Mediabrand	228	894		9

The 19 networks won 837 accounts (multi-countries) and retained 340 accounts: a 29% retention rate over the total in play of 1177.

Based on adspends, the wins weight \$ 20,37bn and the retentions \$ 7,2bn : therefore a 26% retention rate over the total in play of \$ 28bn.

5b. The Success Index aggregates retentions + New biz balance

Global Jan to Dec 31st 2018		Success Index \$m	Total Retentions \$m	New biz balance \$m
1	MediaCom	3 008	1 515	1 493
2	OMD	1 595	1 087	508
3	Spark Foundry	842	150	692
4	UM	577	171	406
5	Initiative	482	46	437
6	Starcom	442	774	-332
7	dentsu X	411	95	316
8	Arena	246	204	42
9	Essence	226		226
10	Havas Media	107	269	-162
11	Hearts & Science	91	-	91
12	Vizeum	80	47	33
13	Carat	30	1 145	-1 115
14	m/SIX	7	-	7
15	PHD	-55	468	-523
16	Zenith	-160	263	-424
17	Wavemaker	-270	161	-431
18	Mindshare	-338	532	-870
19	Blue 449	-585	60	-645

Standalone ag.	154	155	-1
Independent ag.	-621	75	-696
TOTAL	8 228	7 217	1 011

1	Publicis Media	2 641	1 391	1 250
2	GroupM	2 625	2 208	417
3	Omnicom Media Gr	1 642	1 554	88
4	Mediabrand	1 122	228	894
5	Dentsu Aegis Netw	467	1 287	-820
6	Havas Media Group	352	473	-121

Thanks to \$ 1,5bn of retentions, **MediaCom** increases its advance towards **OMD** (n°2) and **Spark Foundry** (n°3), a younger network. **Starcom** jumps from rank n°13 to n°6 thanks to \$ 774m of retentions.

But the biggest change is **Carat** thanks to \$ 1,1bn of retentions : its Success index is positive and the network moves from rank 19 to rank 13. Two third of the retention amount are from Microsoft (\$ 761m).

11. Three years evolution

UM the most constant positive balance

Global 2018 & 2017 & 2016	Total New biz balance 18 + 17 + 16 in \$m	A+B Total New biz balance 2018 in \$m	A+B Total New biz balance 2017 in \$m	A+B Total new biz balance 2016 in \$m
Hearts & Science	2 267	91	169	2 007
platformGSK Publicis	1 959	1 959		
PHD	1 576	-523	-183	2 283
UM	1 191	406	399	387
MediaCom	983	1 493	501	-1 011
Vizeum	975	33	1 014	-72
dentsu X	813	316	662	-164
Havas Media	617	-162	322	456
Carat	392	-1 115	850	657
Essence	226	226		
Arena	28	42	-29	16
m/SIX	7	7		
Spark Foundry	-52	692	219	-963
Starcom	-64	-332	756	-487
Initiative	-177	437	-432	-181
Zenith	-656	-424	-131	-101
Mindshare	-689	-870	-22	202
Blue 449	-724	-645	-385	305
OMD	-924	508	-1 557	124
Wavemaker	-2 810	-431	-428	-1 950
Standalone	1 514	-1	-239	1 754
Independent	-1 172	-696	-131	-345
TOTAL	5 280	1 011	1 354	2 915

Hearts & Science won AT&T two-billion account in 2016 and similarly PHD won VW Group.

Without the VW Group departure, MediaCom would have reached a 3-year balance of \$ 3276m, by far the highest score. The most constant positive balance is the UM's one with around \$ 400m every year, although

the agency Depart Chrysler in December 2018. The DAN agencies are in the middle of the league.

WPP GroupM's Mindshare (\$ -689m) and Wavemaker (\$ -803m, not taking into account AT&T) are at the bottom of the ranking as well as Zenith, Blue 449 (ex-Optimedia) and OMD.

12. List of 276 advertisers of which 32 retentions

ABSA Bank	Carrefour	Halo Top	Metro-Goldwyn-Mayer Studios	Seaworld
Activision	Cars.com	Happy Valley	Microsoft	Shark Ninja
Adidas	Charles Schwab	Heineken	Mitsubishi Dealers	Shell
Adobe	Chedraui	Henkel	Mitsubishi- Renault Nissan	SIG Government
ADP	Chery Jaguar Landrover	Hilton Worldwide	Molinos Rio de la Plata	Sky
Advance Auto Parts	China Telecom	Home Chef	Mondelez International	Sleep Country
Aflofarm	CMPC	Home Depot	Mouvement des Caisses	Smile Direct Club
AGL Energy	Coca-Cola	Hotels.com	Desjardins	Snooze
Aida Cruises	CONAD	HSBC	Multichoice	Societe Generale
AIG	Converse / Nike	Huawei	Mylan	Sony
Air Asia	Cooperative Food	Hudson Bay Co	National Geographic	Specsavers
Ajinomoto	Coty	Hyundai Kia	Nestle	Square
Alain Affielou	Crate & Barrel	Iberdrola	New Balance	Stada
Aldi	<i>Crown Media Holdings</i>	IKEA	Newell Rubbermaid	Stan
Aldo Group	Daimler/ Mercedes	Inchape/ Subaru	NIB Health Funds	State Bank of India
Allianz Insurance	Dairy Queen	ING Group	Northwestern Mutual	Stitch Fix
Ally Financial	Danone	Intel	Novartis	Storck
Altice (Cablevision Systems)	DAZN	Iovate Health Sciences	Nutri-Asia	Suncorp Group
Amart Furnitures	De Beers	Jacobs Douwe Egberts	Office Depot	Suntory
Amazon	Dell	JM Smucker	Officeworks	Swisse Pharma
American Express	Delta Airlines	Johnson & Johnson J&J	Orange	Telefonica
Americana Gr.	Dept for Work and Pensions	KAO Corp	Otsuka Pharmaceutical	Telia
Amgen Drugs	Diageo	Kelloggs	Otto Group	Telstra
ARBYS	Directv	KFC (Yum Brands)	Panasonic	Tesco
AS Watson	Disney	Kimberly-Clark	Pandora	The Honest Company
AstraZeneca	Dongfeng Honda	La Martiniquaise Group	Papa John's	Thumbtack
Australian Federal Govt	Dongfeng Peugeot	La ONCE	Peloton Bikes	T-Mobile (Deutsche Telekom)
Automobile Association's	Dongfeng Yulon	La Poste	PepsiCo	Total Jobs
Avon	Douglas Parfumerie	Lactalis	Perfetti Van Melle	Toyota
BAIC Motor	Dr. Theiss Naturwaren	Landmark Group	Pernod Ricard	TriHonda
Barnes & Noble	Driven Brands	LendingTree	PetSmart	UK Government / Central
Beiersdorf	Dropbox	Lenovo	Philips	Office of Information
Benjamin Moore	Dunkin' Donuts	LetGo	Pier 1	Unilever
Betsson	<i>Eir</i>	LG Electronics	Play-P4	Uniqlo
Betway	El Corte Ingles	Lianjia	PolPharma	United Airlines
Bloomin' Brands	Electrolux	Liberty Mutual	Procter & Gamble	UnitedHealth Group
BMO (Bank of Montréal)	EMIRATES AIRLINE	LIDL	Puig	US Air Force
BMW	ESPRIT	Lindt	Puma	US Army
Boehringer Ingelheim	Estee Lauder	Lloyds Banking Group	Purplebricks	<i>Vanke</i>
Bombardier BRP	Etisalat	L'Oreal	Quicken Loans	Vivo
Bose	Expedia	Lotte Wedel	Reckitt Benckiser	VMWARE
Boston Beer	FAW Cars	Louwman & Parqui	Red Bull	Vocus Communications
Bridgestone	FCA Framework	Luxottica	Regione Lombardia	Warner Bros
Bright Guangming	Ferrero	LV=	Restaurant Brands	Wellmade Manufacturing Corp.
Bristol-Myers Squibb	Fiat Chrysler	LVMH	International	Western Australian
British Petroleum BP	Fiat Chrysler Dealer	Macy's	REVLON	Government
Buffalo Wild Wings	GAC Motor	Manor	REWE Gr	WH Group
Burger King	Genentech (Roche)	Marriott	Ring.com	Whitbread Hotel
Burlington Coat Factory	General Mills	Mars	ROBAM	WOM
California Milk Advisory Board	GlaxoSmithKline GSK	Mazda	Rogers Communications	WWF
California State Lottery	Global Road Entertainment	mBank	Rover.com	Wyndham Hotels
Campbell Soup	GoCompare	McDonald's	RTL Disney	X5
Cancer Treatment Centers	GO-JeK	Mead Johnson	SAIC	Yildiz Holding
Captain D	Grana Padano	Menarini	Samsung	Yopa
Carlsberg	GTech	Merlin Entertainment	Savola	YUM Brands!
CarMax	H & M	Metro	SBI Life Insurance	Zillow

In red = retentions