

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 2016

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	TBWA	Le SIG (French gov.) France	20.0	Smyths Toys UK	16.1	1
2	3	Saatchi & Saatchi	Wal-Mart - Asda UK, Ferrovie dello Stato Italy	7.0	Union Investment Germany	6.5	2
3	2	Mullen Lowe	Bank of England UK Project, DWP Universal Credit UK, Union Investment Germany	6.2		6.2	5
4	14	FCB	Clorox Europe, Npower UK, Beko appliances France, Barnardo's UK, Pearson Project UK	5.3		5.3	6
5	5	McGarryBowen	Monster.com Europe, Clorox Europe	5.1		5.1	4
6=	24	The Corner	Blu eCig Global, National Accident Helpline UK	3.4		3.4	3
6=	21	McCann WorldGroup	Smyths Toys Superstores, Mr Kipling	3.4		3.4	3
8	31	BMB	Batiste UK, New Balance UK	3.6	Purple Bricks UK	3.1	2
9	6	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
10	7	Creature	Dreams UK	2.9		2.9	1
11	4	Havas Worldwide	Interflora France, Heathrow Airport UK, Singapore EDB Germany	4.8	Nomad Foods	2.8	4
12	8	Cheil	Finance Client Germany	2.3		2.3	7
13=	9=	Camp + King	Energizer / Eveready Europe	2.0		2.0	1
13=	9=	Chemistry	Bel Groupe France	2.0		2.0	1
13=	9=	Karmarama	Confused.com UK	2.0		2.0	1
13=	9=	Inspired Thinking Group	Pizza Hut(Print and Artwork) UK	2.0		2.0	1
17	15=	Iprospect	VisitScotland Europe(SEO)	1.9		1.9	2
18=	15=	Atomic	Signet UK	1.6		1.6	1
18=	22	BBH	Prostate Cancer UK, CreditExpert UK, Ray-Ban Europe	1.9	Barnardo's UK	1.6	5
20	17=	Thjnk	Apollo Optik Germany, Peperami Europe	1.5		1.5	2
						<b>74.6</b>	<b>54</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 2016

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	3	Havas Media	Universal Music Group UK&Germany, Everest Windows UK, Lidl Poland	16.5	PDSA UK	16.1	28
2	1	Mediacom	Trivago Sweden, Tauron Poland, Argos UK, Travel Counsellors UK	17.3	Nintendo Switzerland	11.4	39
3	2	OMD	Verisure Europe, Momondo Italy, Glenmark Russia	17.7	Sony Playstation EMEA	9.8	66
4	4	Initiative	Reckitt Benckiser Germany, Miratorg Russia, Eurowings Germany	12.2	Vympelkom Russia	8.1	28
5	5	PHD	Pokerstars Netherlands, Saint Gobain Ireland, PizzaPortal Poland	7.2		7.2	41
6	6	Optimedia Blue 449	Intu shopping centres UK, Walmart - Asda UK	3.3		3.3	2
7	7	MEC	Pernod-Ricard Germany, Monsanto UK	1.8	Harmann Germany	1.6	2
8	8	Maxus	Mutti Italy, Lierac Italy, Bord Bia Ireland, Vitana Czech, Weber BBQ UK	1.5	Seiko UK	1.3	8
9	15=	Zenith	Nomad Food Europe, Shangri-La Hotels and Resorts Europe	1.2		1.2	2
10	9	The Village Communications	Boghossian UK	1.1		1.1	1
11=	13=	Goodstuff	Spotify UK, RateSetter UK, ITV UK	0.8		0.8	3
11=	-	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
13	10	Switched on Media	Club Med UK	0.5		0.5	1
14=	11=	M2M	PDSA UK, Not On The High Street UK	0.3		0.3	4
14=	11=	The Gate	PDSA UK	0.3		0.3	1
16	13=	Vizeum	E.on UK	0.8	Viacom UK	0.2	1
17	17	Mindshare		0.0	Vita Coco EMEA	-1.3	0
18	18	Starcom		0.0	Mars Italy	-1.5	0
19	19	Universal McCann	Green Cola Greece	0.1	Viacom UK	-1.7	2
20	20	Carat	E.on Europe	0.8	Dr. Wolff Germany	-7.6	1
						51.6	233

### 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.