

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 2017

| 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               | Ogilvy            | British Airways UK, Nescafe Dolce Gusto (digital) France                         | 20.2                                 | BT UK Direct marketing     | 15.2                                    | 6          |
| 2               | -               | J Walter Thompson | Microsoft Netherlands, Aspoll cider UK   | 12.9                                 | Philadelphia Cheese Europe | 11.9                                    | 49         |
| 3               | 2               | R/GA              | Hyundai N series UK Digital, Guinness UK Digital                                 | 11.0                                 |                            | 11.0                                    | 2          |
| 4               | 3               | Wunderman         | BT(Includes EE) UK Direct marketing  | 10.0                                 |                            | 10.0                                    | 2          |
| 5               | 11              | Karmarama         | Philadelphia Cheese Europe, Halfords UK, Costa Coffee Global                     | 12.0                                 | Secret Escapes UK          | 8.6                                     | 4          |
| 6               | 4               | MullenLowe Group  | Club Med France CRM, AkzoNobel dec paints Global                                 | 6.5                                  |                            | 6.5                                     | 2          |
| 7               | 7               | DDB               | Lurthansa Germany CRM, Coty (Max Factor) Global, Sky Sports UK, EA Sports Global | 8.9                                  | Bulmers UK                 | 6.1                                     | 5          |
| 8               | 6               | Saatchi & Saatchi | HSBC Global Project UK   | 5.0                                  |                            | 5.0                                     | 1          |
| 9=              | 9               | Droga5            | Danone yoghurt Europe, Secret Escapes UK   | 5.5                                  | Air Wick, Clearasil Global | 4.5                                     | 2          |
| 9=              | 12              | Havas Worldwide   | Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK, Rolls Royce UK     | 5.0                                  | TGV Lyria Europe           | 4.5                                     | 4          |
| 11              | 14              | Publicis          | Maisons du Monde France, FNAC Darty Europe                                       | 4.4                                  |                            | 4.4                                     | 3          |
| 12              | 8               | BBDO              | Carphone Warehouse UK, Gt Ormond St Hospital UK                                  | 4.3                                  |                            | 4.3                                     | 3          |
| 13              | 15              | FCB               | UK Big Lottery Fund UK Project, TGV Lyria Europe,                                | 3.8                                  |                            | 3.8                                     | 6          |
| 14              | 10              | M&C Saatchi       | Dreams UK  | 3.6                                  |                            | 3.6                                     | 1          |
| 15              | 27              | Above&Beyond      | Kerrygold UK, Pilgrims Choice UK,  | 3.0                                  |                            | 3.0                                     | 3          |
| 16              | 13              | We are social     | Audi Global Social, Benefit Cosmetics UK Digital&Social ,                        | 2.6                                  |                            | 2.6                                     | 2          |
| 17              | -               | The Corner        | Jackpotjoy UK, LateRooms.com UK, Malvern Group UK                                | 2.3                                  |                            | 2.3                                     | 3          |
| 18=             | 17=             | Anomaly           | Virgin Trains UK ATL, Bank of Scotland UK  | 2.0                                  |                            | 2.0                                     | 2          |
| 18=             | 17=             | Marcel            | eBay France, Under Armour France   | 2.0                                  |                            | 2.0                                     | 2          |
| 20              | 20              | VCCP              | eBay Europe, Domino's Pizza UK   | 3.0                                  | Easyjet Germany            | 1.5                                     | 2          |
|                 |                 |                   |  |                                      |                            | <b>112.7</b>                            | <b>104</b> |

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 2017

| 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               | Mediacom                 | MissGuided UK, Brand USA (Germany, France, UK), AB Lindex Sweden               | 23.1                                 | Schibsted Spain                | 22.1                                    | 54          |
| 2               | -               | OMD                      | Ecomarket Ukraine, Grupo Bimbo Portugal, NFU Mutual UK                         | 24.0                                 | Walgreen Boots Alliance Global | 11.4                                    | 52          |
| 3               | 2               | Havas Media              | Molinari Italy, Ageas UK, Betsson Italy  | 7.6                                  | Polski Bank Komorek Poland     | 6.5                                     | 28          |
| 4               | 3               | M/SIX                    | Sainsbury's UK, Virgin Money UK, Argos UK                                      | 5.3                                  |                                | 5.3                                     | 3           |
| 5=              | 5               | The7stars                | Ladbrokes Coral UK, FF Group UK  | 2.8                                  |                                | 2.8                                     | 2           |
| 5=              | 4               | MEC                      | B&Q, Castorama Europe  | 5.5                                  | Tesa Europe                    | 2.8                                     | 1           |
| 7               | -               | PHD                      | UKTV United Kingdom, Stonewall United Kingdom, Trendsales Denmark              | 6.8                                  | Sainsbury's UK                 | 2.7                                     | 44          |
| 8               | 6               | Dentsu Aegis             | Heineken brands TBC Global   | 2.5                                  | Rostelecom Russia              | 2.3                                     | 1           |
| 9               | 11              | Vizeum                   | Rostelecom Russia, Schibsted Spain, A&E Networks UK                            | 3.1                                  | NFU Mutual UK                  | 2.2                                     | 8           |
| 10              | 7               | Mediavest Spark          | Bel Groupe Global  | 1.9                                  |                                | 1.9                                     | 1           |
| 11              | 23              | Universal McCann         | Accenture Global, Coach Global, Remy Cointreau UK                              | 2.3                                  | Emarket Ukraine                | 1.4                                     | 4           |
| 12=             | 8               | Starcom                  | Vileda Germany, Merck Consumer Healthcare Global, Merck Consumer Healthcare UK | 2.3                                  | AB Lindex Sweden               | 1.0                                     | 3           |
| 12=             | 9               | VCCP                     | eBay Europe  | 1.0                                  |                                | 1.0                                     | 1           |
| 14=             | 19=             | Zenith                   | Carpetright UK   | 0.6                                  |                                | 0.6                                     | 1           |
| 14=             | 12              | All Response Media       | Arighi Bianchi UK, Pharmacy2U UK, Vistaprint UK                                | 0.6                                  |                                | 0.6                                     | 3           |
| 16=             | 13=             | The Specialist Works     | Hastings Direct UK, Yopa UK  | 0.5                                  |                                | 0.5                                     | 2           |
| 16=             | 13=             | Bountiful Cow            | No 1 Rosemary Water UK, Lily's Kitchen UK                                      | 0.5                                  |                                | 0.5                                     | 2           |
| 18=             | 16=             | John Ayling & Associates | RSPCA UK, L&C UK   | 0.2                                  |                                | 0.2                                     | 2           |
| 18=             | 16=             | MC&C                     | David Lloyd UK   | 0.2                                  |                                | 0.2                                     | 1           |
| 18=             | 19=             | Dentsu Media             | Progress Russia  | 0.3                                  | Bayer AG Ukraine               | 0.2                                     | 1           |
|                 |                 |                          |  |                                      |                                | <b>65.8</b>                             | <b>214</b>  |

### 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.