

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	2	J Walter Thompson	Le Monde France, Qatar Financial Centre Global, Microsoft Netherlands	25.4	First Direct UK	22.4	89
2	1	R/GA	Johnnie Walker(Digital) Global, Siemens UK Project, Hyundai N series(Digital) UK	16.5		16.5	4
3	-	Isobar	FMCG Client	13.4		13.4	43
4=	5	Karmarama	First Direct UK, Uniqlo Europe, Keko UK, Philadelphia Cheese Europe	16.4	Secret Escapes UK	13.0	7
4=	3	Ogilvy	The Department for International Development UK, Mondelez Cadbury UK, British Airways UK	23.0	BT UK Direct marketing	13.0	9
6	4	Wunderman	Samsung CRM Europe, BT(Includes EE) UK Direct marketing	12.0		12.0	3
7	6	FCB	Holland & Barrett UK, Nestlé Grego Germany, Yamaha Music Europe	10.0		10.0	13
8	7	MullenLowe Group	Eurosport Europe, National Trust UK, Club Med France CRM, AkzoNobel dec paints Global	9.0		9.0	4
9	8	BETC	Citroen Global	8.0		8.0	1
10	9	DDB	Center Parcs Europe, MillerCoors UK	14.4	Electrolux Global	7.6	7
11	14	Publicis	Diesel Global, Saint Gobain France, Maisons du Monde France, FNAC Darty Europe	6.9		6.9	5
12	10	Droga5	Peroni Nastro Azzurro UK, Glenmorangie UK, Bowers & Wilkins UK	7.5	Air Wick, Clearasil Global	6.5	5
13	12	Leo Burnett	McDonald's UK, McDelivery Global	7.0	Coty (Max Factor) Global	5.5	2
14	13	Havas Worldwide	Rekorderlig cider Global, Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK	5.5	TGV Lyria Europe	5.0	5
15=	15=	Sinner Schrader	Volkswagen Global digital	4.0		4.0	1
15=	-	Serviceplan	BMW Germany	10.0	Saturn electronics Germany	4.0	1
15=	-	WPP Team Campari	Gruppo Campari Global	4.0		4.0	1
15=	15=	BBDO	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3	Dept Transport Think! UK	4.0	3
19=	17=	Saatchi & Saatchi	Britvic drinks UK, HSBC Global Project UK	6.0	Mondelez Cadbury UK	3.5	2
19=	17=	VCCP	Mondelez Cadbury(digital) UK, Britvic drinks UK, eBay Europe, Domino's Pizza UK	5.0	Easyjet Germany	3.5	4
						205.5	361

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	Universal Pictures Germany, John David Group UK, Novator Partners LLP Poland	74.5	Danske Bank Nordics	68.1	89
2	2	Mindshare	Greenpeace Germany, Royal Unibrew Denmark, Statens Kunstfond Denmark	28.1	Universal Pictures Germany	25.3	38
3	3	OMD	Barclays UK, Ali Express Russia, Getin Noble Bank Poland	35.4	Carlsberg Global	18.3	108
4	8=	Carat	Coca-Cola France, Danske Bank Nordics, CNAMTS France	20.9	British Airways Global	16.9	30
5	5	Havas Media	Lega Serie B (LNBP) Italy, Bristol-Myers Squibb Global, Euromaster France	16.0	Polski Bank Komorek Poland	12.9	40
6	8=	Vizeum	Bunnpris Norway, Utkonos Russia, Rostelecom Russia, Schibsted Spain	9.9	NFU Mutual UK	9.2	30
7	6	PHD	About You Belgium, Ricola Hungary, ELMŰ (RWE) Hungary	13.8	Sainsbury's UK	8.9	71
8	4	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	Coca-Cola France	5.4	4
9	-	Initiative	Carlsberg Global, Unibet UK,	4.5	Irobot France	4.0	2
10	7	The7stars	Ladbrokes Coral UK, FF Group UK	2.8		2.8	2
11	10	Dentsu Aegis	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
12	29	dentsu X	Progress Russia	2.2	Bayer AG Ukraine	2.0	7
13	11=	GroupM	British Airways Global	2.1		1.8	1
14	11=	Universal McCann	Spotify UK, Accenture Global, Coach Global, Remy Cointreau UK	2.8	Promsvayzbank Russia	1.7	5
15	14	MullenLowe MediaHub	Eurosport Europe	1.5		1.5	1
16=	15	M/SIX	Virgin Money UK, Argos UK	5.3	Sainsbury's UK	1.3	3
16=	16	VCCP	eBay Europe	1.3		1.3	2
18=	17=	Hearts & Science	Retail Client UK	0.6		0.6	2
18=	17=	iProspect	AccorHotels Global	0.6		0.6	1
18=	17=	All Response Media	Arighi Bianchi UK, Pharmacy2U UK, Vistaprint UK	0.6		0.6	3
						144.2	462

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.