

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	Grey Group	Weber Grills Europe, C&A Europe, Marks & Spencer UK	23.6	P&G Dishwashing Brands Europe	20.6	8
2	2	TBWA	Unitymedia Germany, Direct Assurance France, Le SIG (French gov.) France	22.1	Smyths Toys UK	19.1	4
3	1	BBDO	Lidl Germany, Douglas Germany, BASE mobile Germany	31.5	Sainsbury's UK	18.5	6
4	4	McCann WorldGroup	Kew Foundation UK, Cigna Global, GSK(Expert marketing) Global	10.9	Homann Germany	9.6	7
5	5	Scholz & Friends	RWE Germany, Danone yogurts DACH	9.2		9.2	2
6	6	Fallon	Skoda Digital UK, Expedia Europe	6.2	Alzheimer's Society UK	6.0	2
7-	10	DDB	Seat Global, Sky Mobile UK, Free Mobile France, Strongbow UK	10.8	Clorox Global	5.9	5
7-	11	Ogilvy	LateRooms.com UK, Aldi Sud Germany, Motorola Europe	11.6	Expedia Europe	5.9	8
9	7	FCB	Holland & Barrett UK, Clorox Europe, Npower UK, Barnardo's UK	5.6		5.6	7
10	8	Saatchi & Saatchi	Wal-Mart - Asda UK, GSK Global, Ferrovie dello Stato Italy	10.0	Union Investment Germany	5.5	3
11	9	McGarryBowen	Monster.com Europe, Clorox Europe, United Airlines Europe, Albelli Europe	5.4		5.4	6
12	12	M&C Saatchi	The Home Office UK, Open University UK, Ajinomoto France	5.6	Transport for London UK	4.4	5
13	13	Iprospect	VisitScotland Europe(SEO), Team Sky UK, Kellogg's(Digital) Europe	4.2		4.2	4
14	14	Karmarama	Confused.com UK, Just Eat UK, Unibet Europe, Betfair UK	4.0		4.0	4
15	16=	The Corner	Blu eCig Global, National Accident Helpline UK, Tiger Balm UK	3.7		3.7	4
16	15	Fred & Farid	Club Med Global	4.0	1664 Kronenbourg France	3.6	1
17-	16=	Lucky Generals	Yorkshire Tea UK, Premier Inn UK, Taylors of Harrogate UK	3.4		3.4	4
17-	-	Oliver Group	Atos UK, O2 Czech Republic	3.4		3.4	2
19	18	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
20	19=	BMB	Batiste UK, New Balance UK, Tapi Carpets UK	3.9	Purple Bricks UK	2.9	3
						144.0	87

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	PHD	Carnival Corporation UK, Audible UK, VTB24 Russia Project	35.3		35.3	68
2	2	Havas Media	TUI France, Comunidad de Madrid Spain, Charles Wells UK	33.9	Nationwide Building Society UK	30.7	76
3	9=	Maxus	BT Europe, Mutti Italy, Vitana Czech, Weber BBQ UK	12.9	Seiko UK	12.7	9
4	4	Initiative	T-Mobile Netherlands, Reckitt Benckiser Germany, Miratorg Russia	15.2	Vympelkom Russia	11.1	30
5	5	OMD	Bank of Moscow Russia, GAME UK, Paddy Power Betfair Ireland	22.5	TSB UK	10.8	95
6	26	Carat	Diageo UK, E.on Europe	24.7	Dr. Wolff Germany	8.5	4
7	6	Optimedia Blue 449	Intu shopping centres UK, Wal-Mart - Asda UK	5.7		5.7	2
8	21	Zenith	Coty Global, Nomad Food Europe, Shangri-La Hotels and Resorts Europe	7.2	Toyota Hungary	5.5	3
9	-	Agence 79	Club Med France	5.0		5.0	1
10	9=	MEC	Nationwide Building Society UK, Fidelity Investments UK	5.0	Norpharma Denmark	4.5	4
11	7	Vizeum	E.on UK, TSB UK	2.3	Viacom UK	1.6	2
12=	8	Dentsu Media	Calzedonia Russia	1.5		1.5	1
12=	15=	The7stars	Nintendo UK	1.5		1.5	2
14	11	The Village Communications	Boghossian UK	1.1		1.1	1
15=	12=	Goodstuff	Spotify UK, RateSetter UK, ITV UK	0.8		0.8	3
15=	12=	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
17	15=	Total Media	Rustlers UK, Intercarabao UK	0.6		0.6	2
18=	14	Switched on Media	Club Med UK	0.5		0.5	1
18=	15=	John Ayling & Associates	The Money Shop UK	0.5		0.5	1
20	18=	Universal McCann	H&M France, Go Pro France, Green Cola Greece, Seiko UK	2.1	Viacom UK	0.3	4
						139.1	312

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.

