

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 2015

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	Kolle Rebbe	O2 Germany, Krombacher Beer Germany, Netflix Germany	33.4		33.4	3
2	2	BETC	Bouygues Telecom France, Ubisoft EMEA, Ephora Europe	29.3	Diet Coke UK	27.3	3
3	4	Grey Group	Generali Investments Europe, Sixt UK, Mutti Pomodoro France, BOSE Europe	27.3	Allianz UK	24.3	12
4	3	Havas Worldwide	Adidas(CRM) Europe, Lidl France, Carl F Bucherer US	25.0	Nurofen Europe	21.2	9
5	11	DDB	Lloyds Bank UK, Pears skincare Europe, Audi France	50.2	Flora (margarine) UK	19.5	13
6	5	Jung von Matt	Mini Europe, Kayak.com Europe, Elbphilharmonie Germany	17.0		17.0	6
7	8	BBH	Tesco UK, Heinz Sauces Europe, Heinz European Sauces(Social)	26.4	Gordon's Gin UK	14.8	4
8-	6=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
8-	6=	TLGG	MediaMarkt Germany	14.5		14.5	1
10	9	Rosapark	SFR Numericable France	10.5		10.5	2
11	10	J Walter Thompson	Treasury Wine Estates Europe, La Redoute UK, Emirates UK,	13.2	Harvester Inns UK	10.2	8
12	12	Buzzman	Brandt Appliances France, Huawei France, Ikea France	8.0		8.0	4
13	13	Saatchi & Saatchi	HomeAway.com Europe, Acer Europe, Bathstore.com UK, The Big Issue UK	13.7	Laurent-Perrier France	7.2	5
14	14	R/GA	McDonalds UK, Simple Europe, Dyson UK	8.5	Volvo Cars Europe	6.9	4
15-	17	McCann WorldGroup	Aldi Nord Germany, Harveys Furniture UK, Wimbledon Tennis Europe	11.6	Health Lottery UK	6.5	6
15-	15	Thjnk	REWE Germany	10.0	Veltins Beer Germany	6.5	1
17	16	Isobar	Carglass France, Chambord(digital) UK, Post-It France	6.3		6.3	3
18	27	FCB	BMW Brand UK	8.0	The Post Office UK	6.2	12
19	18	Iris	Wickes UK, PZ Cussons Eurpoe, Purdeys UK	5.7		5.7	4
20	19=	101	Vauxhall UK, Odeon Uk	5.5		5.5	2
Top 20 Agencies:						266.0	103
All Agencies:						315.1	399

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 2015

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	Mindshare	Unilever Europe, General Mills Europe, Booking.com France	134.3	Bifi Europe	128.9	5
2	2	Universal McCann	Johnson and Johnson Europe, General Mills Spain, Lenovo Russia	61.1	BASF Europe	53.7	92
3	5	OMD	1&1 Germany, Megafon Russia, Telenor Denmark & Norway	55.8	Lidl UK	45.6	162
4	3	Havas Media	MID Poland, Arte France, Parks & Resorts Sweden	40.4	David Lloyd Leisure UK	31.7	73
5	4	Starcom MediaVest	Citigroup Europe, Mondelez EEMEA, VimpelCom UK	36.0	Honda Europe	28.2	14
6	6	PHD	Hyatt UK, Alpro Italy, Dominos Pizza Belgium	35.4	Unilever East Europe	9.3	82
7	7	Carat	Lefdal Norway, Västtrafik Sweden, Lionsgate UK	10.6	Mr Green Italy	7.1	21
8	8	Vizeum	VF Corporation Europe, Weetabix UK, Warner Music France	7.9	The Trainline.com UK	6.7	15
9	9	Dentsu Media	Honda Europe	3.8		3.8	1
11	11	The7Stars	Dogs Trust UK, Prostate Cancer UK, Iceland UK, Victoria Plumb UK	3.2	Uniqlo UK	1.7	6
12	18	Mediacom	American Airlines, Betfair Europe, Webuyanycar.com UK	19.1	Bayer Germany	1.6	80
10	10	Blue 449	Carphone warehouse UK, David Lloyd Leisure UK, Marionnaud France	3.6	Halfords UK	1.3	3
13	12	Goodstuff	Hiscox UK, Glorious! Soups UK	0.9		0.9	3
14	13	BPN	Dagrofa Denmark, Unipharm Poland	0.8		0.8	2
15=	14	iProspect	Eurostar UK	0.3		0.3	1
15=	15	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
17=	16=	Mediaplus	Hornbach Europe	1.0	Check24 Germany	0.1	1
17=	16=	My Media	Brico Depot France	0.1		0.1	1
19	19	ZenithOptimedia	Harvey Nichols UK, Coty Europe, Uniqlo UK	9.5	Lactalis Europe	-7.6	5
20	20	Maxus	Motorola LATAM, Daily Mail LATAM	1.3	SC Johnson Europe	-8.2	2
Top 20 Agencies:						306.2	570
All Agencies:						242.0	635

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 months using data supplied by 26 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 for clients across the region.

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