

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	PMU France, Vicks Europe, Pampers Germany, Unitymedia Germany	42.9	Smyths Toys UK	38.4	7
2	2	CHI & Partners	Toyota Europe, McVitie's and Godiva UK	35.4	Drench/R White's UK	34.9	2
3	4	BBDO	Kiabi France, Merisant Global, Lidl Germany, Douglas Germany	35.0	Sainsbury's UK	19.0	9
4	5	DDB	Seat Europe, Sky Mobile UK, Free Mobile France, Strongbow UK	23.3	Clorox Global	17.9	6
5	3	Grey Group	Weber Grills Europe, C&A Europe, Marks & Spencer UK	23.6	Vodafone UK	14.6	8
6	6	Serviceplan	BMW	13.0	Finance Client	12.3	2
7	22	Ogilvy	Vodafone UK, Aldi Sud Germany, Motorola Europe	19.4	Expedia Europe	10.7	10
8	7	McCann WorldGroup	Kew Foundation UK, Cigna Global, Pandora Jewellery Global	12.0	Homann Germany	10.2	9
9	10	Scholz & Friends	Car2Go Europe, RWE Germany, Danone yogurts DACH	10.2		10.2	3
10	8	Romance	Intermarche France	10.0		10.0	1
11	9	Droga5	Rustlers UK, Seat Europe Project	10.8	Motorola Global	9.8	3
12	11	Wieden & Kennedy	Jupiler Netherlands	9.2		9.2	3
13	12	FCB	APAP Poland, The Big Issue UK, The Government Communication Service UK Project	7.9		7.9	14
14	13	Fred & Farid	Club Med Global, Rémy Martin Global	7.0	1664 Kronenbourg France	6.6	2
15	14	BBH	Absolut Vodka UK, Prostate Cancer UK, CreditExpert UK, Ray-Ban Europe	6.9	Barnardo's UK	6.3	6
16	14=	Leo Burnett	Nestle Special T France, Brita Filters Europe, Fiat Mobi Europe, Sberbank Russia,	6.5	Freeview UK	6.0	6
17=	17=	McGarryBowen	Mini France Project, Pagegroup Project, Monster.com Europe, Albelli Europe	5.5		5.5	8
17=	14=	Fallon	Skoda Digital UK, Expedia Europe	6.2	Alzheimer's Society UK	5.5	2
17=	17=	Isobar	Western Union UK, Huawei UK Project, Martell France	6.2	Kellogg's UK	5.5	12
20	19	Cheil	Women's Equality Party UK	5.2		5.2	9
						245.6	122

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	AIA Italy, 3 stjernet Denmark, Hello Bank Austria	39.6	Leroy Merlen Russia	38.3	89
2	2	Havas Media	TIM Italy, Malacoff Mederic France, Altarea France	38.7	Calidad Pascual Spain	32.9	92
3	4	Mindshare	21st Century Fox, Deutsche Bahn Germany, Specsavers Norway	32.3	Vita Coco EMEA	30.1	183
4	9	Mediacom	Nestle Germany, IKEA Germany, Mars Finland, MSC Cruises France	70.6	Zalando Europe	29.1	132
5	5	OMD	Zalando Europe, Media Markt Sweden, Bimbo Portugal, Panrico Portugal	43.4	Weight Watchers UK	28.7	175
6	3	Initiative	T-Mobile Netherlands, Reckitt Benckiser Germany, Miratorg Russia	29.1	Perfetti Van Melle Belgium	21.5	113
7	6	M/SIX	Toyota Europe	17.2		17.2	1
8	7	Carat	Diageo UK, E.on Europe, AA UK	37.5	Monoprix France	13.6	10
9	18	Starcom	Visa Europe, Mars (Media Buying) Germany	17.5	Mars Italy	13.6	3
10	10	Blue 449	Monoprix France, Intu shopping centres UK, Wal-Mart - Asda UK, Weight Watchers UK	7.9	Mission Foods	7.4	4
11	11	Agence 79	Club Med France	5.0		5.0	1
12=	13=	The7stars	Nintendo UK, Bauer Media UK, Urban Fresh Foods UK	1.8		1.8	4
12=	13=	Goodstuff	uSwitch.com, Spotify UK, RateSetter UK, ITV UK	1.8		1.8	4
14	13=	MediaHub	Western Union Global	1.8		1.8	1
15	13=	MEC	BMW UK, FrieslandCampina, Nationwide Building Society UK	9.2	Visa Europe	1.7	7
16	19	The Village Communications	Boghossian UK	1.1		1.1	1
17=	17	Dentsu Media	Calzedonia Russia	1.5	Pandora Russia	1.0	2
17=	20	Essence	FrieslandCampina(Digital)	1.0		1.0	1
17=	21	MRM	EasyJet(CRM)	1.0		1.0	1
20	22	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
						249.3	827

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.