

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	Le SIG (French gov.) France	20.0	Batiste UK	17.4	1
2	3	Mullen Lowe	Bank of England UK Project, DWP Universal Credit UK	5.7		5.7	5
3	2	Havas Worldwide	Interflora France, Heathrow Airport UK	4.3		4.3	3
4	-	McGarryBowen	Monster.com Europe	3.6		3.6	3
5	4	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
6	5	Creature	Dreams UK	2.9		2.9	1
7	6	Cheil	Finance Client Germany	2.3		2.3	6
8-	-	Camp + King	Energizer / Eveready Europe	2.0		2.0	1
8-	-	Chemistry	Bel Groupe France	2.0		2.0	1
8-	-	Karmarama	Confused.com UK	2.0		2.0	1
11-	-	M&C Saatchi	Open University UK, Samsung Electronics UK Project	1.6		1.6	2
11-	-	Atomic	Signet UK	1.6		1.6	1
13	11=	Thjnk	Apollo Optik Germany, Peperami Europe	1.5		1.5	2
14-	7=	St Luke's	Aunt Bessie's foods UK	1.4		1.4	1
14-	7=	CP+B	Betstars UK	1.4		1.4	1
14-	-	St Lukes	Aunt Bessies UK	1.4		1.4	1
17-	9	FCB	Beko appliances France, Barnardo's UK, Pearson Project UK	1.3		1.3	3
17-	13=	BBH	Prostate Cancer UK, CreditExpert UK	1.6	Barnardo's UK	1.3	3
19	10	SapientNitro	Hugo Boss Digital Europe	1.2		1.2	1
20	11=	The Corner	Blu eCig Global	1.0		1.0	1
						58.9	40

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	Mediacom	Pinterest UK, Robopolis Germany, Savencia Fromage & Dairy Italy	16.0	Nintendo Switzerland	14.1	23
2	3	Havas Media	Bet 365 Spain, Bauhaus Germany, Bein Sports France	8.6	PDSA UK	8.2	12
3	2	Initiative	Reckitt Benckiser Germany, Miratorg Russia, Eurowings Germany, Sony Pictures EMEA, Rewe Group Germany, Verisure Europe 4 Markets	12.2	Vypelkom Russia	8.1	28
4	19	OMD	Viacom UK, Nintendo Switzerland, GoodMills Czech	15.5	Sony Playstation EMEA	7.6	38
5	4	PHD	Pernod-Ricard Germany	5.8	Harmann Germany	5.8	27
6=	5	MEC	Mutti Italy, Lierac Italy, Bora Bia Ireland, Vitana Czech, Huawei UK(Planning)	1.5		1.3	1
6=	6=	Maxus	Boghossian UK	1.3		1.3	7
8	-	The Village Communications	PDSA UK, Not On The High Street UK	1.1		1.1	1
9=	-	M2M	E.on UK	0.3	Viacom UK	0.3	4
9=	6=	Vizeum	Intu shopping centres UK	0.8		0.3	1
9=	8=	Optimedia Blue 449	PDSA UK	0.3		0.3	1
9=	8=	The Gate	Spotify UK, RateSetter UK	0.3		0.3	1
13	10	Goodstuff		0.2		0.2	2
14=	11	Dentsu Media		0.0		0.0	0
14=	13	BPN		0.0		0.0	0
14=	15	Zenith		0.0		0.0	0
17	17	Mindshare		0.0	Vita Coco EMEA	-0.7	0
18	16	Starcom		0.0	Mars Italy	-1.4	0
19	18	Universal McCann	Green Cola Greece	0.0	Viacom UK	-1.8	1
20	20	Carat	E.on Europe	0.8	Dr. Wolff Germany	-4.3	1
						40.6	148

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.