

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	Ogilvy	Boots UK, Appletiser Global, Bulmers UK, Vodafone UK	19.5	BT UK Direct marketing	14.5	4
2	2=	R/GA	Hyundai N series UK Digital, Guinness UK Digital	11.0		11.0	2
3	2=	Wunderman	BT(Includes EE) UK Direct marketing	10.0		10.0	2
4	4	Saatchi & Saatchi	HSBC Global Project UK	5.0		5.0	1
5	6	BBDO	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3		4.3	3
6	5	Droga5	Danone yoghurt Europe	5.0	Air Wick, Clearasil Global	4.0	1
7	-	DDB	Lufthansa Germany CRM	6.0	Bulmers DDB	3.2	2
8=	7=	Havas Worldwide	Carling lager UK, Air Wick, Clearasil Global	3.0		3.0	2
8=	7=	Mullen Lowe	Club Med France CRM	3.0		3.0	1
10	9	We are social	Audi Global Social, Benefit Cosmetics UK Digital&Social ,	2.6		2.6	2
11	20	Publicis	Maisons du Monde France, FNAC Darty Europe	2.4		2.4	2
12=	10=	AnalogFolk	Jacob's Creek Global	2.0		2.0	1
12=	13=	Anomaly	Virgin Trains UK ATL, Bank of Scotland UK	2.0		2.0	2
12=	10=	Sid Lee	Sobieski vodka Global	2.0		2.0	1
15	17	FCB	Lastminute.com UK, HCA Healthcare UK, DimmidiSi Italy,	1.8		1.8	3
16	12	Buzzman	Mumm champagne Europe, Systeme U France Digital	1.3		1.3	2
17=	13=	101	Burton's Biscuits UK	1.0		1.0	1
17=	-	Fallon	Deliveroo UK	1.0		1.0	1
17=	13=	Marcel	eBay France	1.0		1.0	1
17=	-	VCCP	eBay Europe	2.0	Burton's Biscuits UK	1.0	1
						76.0	35

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	Walgreen Boots Alliance Global, RWE Germany, Deliveroo UK	18.0	Klosterfrau Slovakia	17.5	32
2	2	MEC	B&Q, Castorama Europe	5.5	IF Insurance Denmark	5.2	1
3	3	M/SIX	Sainsbury's UK, Virgin Money UK	4.8		4.8	2
4	7	Havas Media	MediaMarkt Spain, Deka Bank Germany, Chilli Italy, Generalitat de Catalunya Spain Project	5.2	Sephora - LVMH Poland	4.1	19
5	-	The7stars	Ladbrokes Coral UK, FF Group UK	2.8		2.8	2
6	5	Dentsu Aegis	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
7	6	Starcom	Vieida Germany, Merck Consumer Healthcare Global, Merck Consumer Healthcare UK	2.3	Intermarche Poland	1.8	3
8	-	VCCP	eBay Europe	1.0		1.0	1
9	4	Carat	Vitaldent Spain, Berlin Chemie Hungary	2.6	Monoprix France	0.9	2
10	9=	Vizeum	Sephora - LVMH Poland	1.0	SAKS Russia	0.8	2
11	-	Bountiful Cow	No 1 Rosemary Water UK, Lily's Kitchen UK	0.5		0.5	2
12	8	Mindshare	PAPOUTSANIS Greece, Ferratum Germany, Hawaiianas Germany	0.4		0.4	9
13	9=	Maxus	RNIB UK Project	0.3		0.3	1
14	11=	Initiative		0.0	Irobot France	-0.1	0
15	17	Zenith		0.0	Merck Consumer Healthcare UK	-0.2	0
16	11=	Blue 449	Monoprix France	1.8	Ladbrokes Coral UK	-0.7	1
17=	-	M2M		0.0	Virgin Money UK	-0.8	0
17=	18	Universal McCann	Black & Decker France	0.0	Emarket Ukraine	-0.8	1
19	-	Essence		0.0	HP Global Digital	-1.0	0
20	19	OMD	Klosterfrau Slovakia, H&M Italy, Materia Medica Ukraine	7.1	Walgreen Boots Alliance Global	-1.9	35
						<b>36.7</b>	<b>114</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.