

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 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	-	TBWA	Le SIG (French gov.) France	20.0	Batiste UK	17.4	1
2	4	Havas Worldwide	Interflora France	3.3		3.3	2
3	35	Mullen Lowe	Bank of England UK Project	3.2		3.2	2
4	-	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
5	-	Creature	Dreams UK	2.9		2.9	1
6	-	Cheil	Finace Client Germany	2.0		2.0	5
7-	-	St Luke's	Aunt Bessie's foods UK	1.4		1.4	1
7-	-	CP+B	Betstars UK	1.4		1.4	1
9	18	FCB	Beko appliances France, Barnardo's UK, Pearson Project UK	1.3		1.3	3
10	32	SapientNitro	Hugo Boss Digital Europe	1.2		1.2	1
11-	16	Thjnk	Apollo Optik Germany	1.0		1.0	1
11-	-	The Corner	Blu eCig Global	1.0		1.0	1
13-	7	BBH	Prostate Cancer UK, CreditExpert UK	1.1	Barnardo's UK	0.8	2
13-	-	Ogilvy	Clorets Gum Global	0.8		0.8	1
15-	26	Droga5	Rustlers UK	0.6		0.6	1
15-	31	BMB	Batiste UK	0.6		0.6	1
17-	-	Proximity	Skoda CRM UK	0.5		0.5	1
17-	-	Fallon	Skoda Digital UK	0.5		0.5	1
17-	20	101	Drench/R White's UK	0.5		0.5	1
20	51	Hometown	Fray Bentos UK	0.4		0.4	1
						43.8	30

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 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	12	Mediacom	Sony Electronics/Mobile/Playstation EMEA, Tempur Sealy UK/GE/SP	15.2	E.on UK	13.7	16
2	21	Initiative	Reckitt Benckiser Germany, Miratorg Russia, Eurowings Germany.	12.2	Vympelkom Russia	8.1	28
3	4	Havas Media	Dr. Wolff Germany, Zdovit Poland, Win Cash Live UK	5.2	PDSA UK	4.8	7
4	6	PHD	TED BG Romania, Betsson UK, Berlin Chemie Czech	3.6		3.6	12
5	22	MEC	Pernod-Ricard Germany	1.5	Harmann Germany	1.3	1
6-	20	Maxus	Mutti Italy, Lierac Italy, Bord Bia Ireland, Vitana Czech	0.8		0.8	6
6-	8	Vizeum	E.on UK	0.8		0.8	1
8-	10	Blue 449	Intu shopping centres UK	0.3		0.3	1
8-	-	The Gate	PDSA UK	0.3		0.3	1
10	13	Goodstuff	Spotify UK, RateSetter UK	0.2		0.2	2
11-	9	Dentsu Media		0.0		0.0	0
11-	11	The7Stars		0.0		0.0	0
11-	14	BPN		0.0		0.0	0
11-	15=	iProspect		0.0		0.0	0
11-	19	ZenithOptimedia		0.0		0.0	0
16	5	Starcom MediaVest		0.0	Spotify UK	-0.1	0
17	1	Mindshare		0.0	Berlin Chemie Czech	-0.6	0
18	2	Universal McCann	Green Cola Greece	0.0	Tempur Sealy UK/GE/SP	-1.3	1
19	3	OMD	Sony Pictures EMEA	6.4	Sony Playstation EMEA	-1.4	23
20	7	Carat	E.on Europe	0.8	Dr. Wolff Germany	-4.3	1
						26.0	100

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.