

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 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	-	Ogilvy	Boots UK, Appletiser Global, Bulmers UK	15.5	BT UK Direct marketing	10.5	3
2-	-	Wunderman	BT(Includes EE) UK Direct marketing	10.0		10.0	2
2-	-	R/GA	Hyundai N series UK Digital	10.0		10.0	1
4	-	Saatchi & Saatchi	HSBC Global Project UK	5.0		5.0	1
5	-	Droga5	Danone yoghurt Europe, CoverGirl UK	5.5	Air Wick, Clearasil Global	4.5	2
6	-	BBD0	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3		4.3	3
7-	-	Mullen Lowe	Club Med France CRM	3.0		3.0	1
7-	-	Havas Worldwide	Carling lager UK, Air Wick, Clearasil Global	3.0		3.0	2
9	-	We are social	Audi Global Social, Benefit Cosmetics UK Digital&Social ,	2.6		2.6	2
10-	-	AnalogFolk	Jacob's Creek Global	2.0		2.0	1
10-	-	Sid Lee	Sobieski vodka Global	2.0		2.0	1
12	-	Buzzman	Mumm champagne Europe, Systeme U France Digital	1.3		1.3	2
13-	-	Marcel	eBay France	1.0		1.0	1
13-	-	Karmarama	Philadelphia cheese Europe	1.0		1.0	1
13-	-	Anomaly	Virgin Trains UK ATL	1.0		1.0	1
13-	-	101	Burton's Biscuits UK	1.0		1.0	1
17	-	FCB	Lastminute.com UK	0.8		0.8	1
18-	-	Doner	Novotel, Mercure hotels UK	0.5		0.5	1
18-	-	Y&R	JD Williams UK	0.5		0.5	1
20	-	Publicis	Maisons du Monde France	0.4		0.4	1
						<b>64.3</b>	<b>29</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 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	-	Mediacom	Walgreen Boots Alliance Global	10.0		10.0	1
2	-	MEC	B&Q, Castorama Europe	5.5	IF Insurance Denmark	5.2	1
3	-	M/SIX	Sainsbury's UK	4.0		4.0	1
4	-	Carat	Vitaldent Spain, Berlin Chemie Hungary	2.6		2.6	2
5	-	Dentsu Aegis	Heineken brands TBC Global	2.5		2.5	1
6	-	Starcom	Viveda Germany, Merck Consumer Healthcare Global, Merck Consumer Healthcare UK	2.3		2.3	3
7	-	Havas Media	MediaMarkt Spain, Deka Bank Germany, Chili Italy	2.4	Sephora - LVMH Poland	1.8	6
8	-	Mindshare	PAPOUTSANIS Greece, Ferratum Germany, Hawaiianas Germany	0.4		0.4	9
9-	-	Vizeum	Sephora - LVMH Poland	0.5	SAKS Russia	0.3	1
9-	-	Maxus	RNIB UK Project	0.3		0.3	1
11-	-	Initiative		0.0		0.0	0
11-	-	Blue 449		0.0		0.0	0
11-	-	Dentsu Media		0.0		0.0	0
11-	-	Mediavest Spark		0.0		0.0	0
11-	-	Goodstuff		0.0		0.0	0
11-	-	MediaHub		0.0		0.0	0
17	-	Zenith		0.0	Merck Consumer Healthcare UK	-0.2	0
18	-	Universal McCann		0.0	Deka Bank Germany	-0.8	0
19	-	OMD	Uber EMEA, TELIA Lithuania, Firstcom Ireland	7.1	Walgreen Boots Alliance Global	-1.9	17
20	-	PHD	VTB24 Russia, SAKS Russia, Netology Group Russia Project	0.9	Sainsbury's UK	-3.2	7
						<b>23.3</b>	<b>50</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.