

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	-	BBDO	Lidl Germany, Douglas Germany, BASE mobile Germany	31.5	Monster.com Europe	27.1	6
2	1	TBWA	Unitymedia Germany, Direct Assurance France, Le SIG (French gov.) France	22.1	Smyths Toys UK	19.1	4
3	5=	Grey Group	C&A Europe, GSK Global, Nomad Foods Europe, Getraenke Hoffman Germany	14.0	P&G Dishwashing Brands Europe	11.0	6
4	2	McCann WorldGroup	Kew Foundation UK, Cigna Global, GSK(Expert marketing) Global	10.9	Homann Germany	9.9	7
5	3	Scholz & Friends	RWE Germany, Danone yogurts DACH	9.2		9.2	2
6	5=	Fallon	Skoda Digital UK	6.2	Alzheimer's Society UK	6.0	2
7	8	FCB	Holland & Barrett UK, Clorox Europe, Npower UK, Barnardo's UK	5.6		5.6	7
8	7	Saatchi & Saatchi	Wal-Mart - Asda UK, GSK Global, Ferrovie dello Stato Italy	10.0	Union Investment Germany	5.5	3
9	9	McGarryBowen	Monster.com Europe, Clorox Europe, United Airlines Europe	5.2		5.2	5
10	-	DDB	Seat Global, Free Mobile France, Strongbow UK	9.8	Clorox Global	4.9	4
11	13=	Ogilvy	Innocent Europe, GSK(Expert marketing) Global, Aldi Sud Germany, Motorola Europe	10.3	Expedia Europe	4.6	6
12	10	M&C Saatchi	The Home Office UK, Open University UK, Ajinomoto France	5.6	Transport for London UK	4.4	5
13	11	Iprospect	VisitScotland Europe(SEO), Team Sky UK, Kellogg's(Digital) Europe	4.2		4.2	4
14	12	Karmarama	Confused.com UK, Just Eat UK, Unibet Europe, Betfair UK	4.0		4.0	4
15	13=	Fred & Farid	Club Med Global	4.0	1664 Kronenbourg France	3.6	1
16=	15	The Corner	Blu eCig Global, National Accident Helpline UK	3.4		3.4	3
16=	16	Lucky Generals	Yorkshire Tea UK, Premier Inn UK, Taylors of Harrogate UK	3.4		3.4	4
18	17	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
19=	18=	BMB	Batiste UK, New Balance UK, Tapi Carpets UK	3.9	Purple Bricks UK	2.9	3
19=	18=	Creature	Dreams UK	2.9		2.9	1
						139.9	79

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	Volkswagen Europe, Carnival Corporation UK, Dole Food UK	34.3		34.3	61
2	2	Havas Media	Agrolimen Spain, Repsol YPF Spain, ABB UK	31.8	PDSA UK	31.3	68
3	-	Team Connect(WPP)	BT UK, EE UK	11.5		11.5	1
4	3	Initiative	Reckitt Benckiser Germany, Miratorg Russia, Gov of Netherlands	13.7	Vympelkom Russia	9.6	29
5	4	OMD	Glenmark Russia, Cigna Pan-Europe, Avinor Norway	19.6	TSB UK	7.9	82
6	5	Optimedia Blue 449	Intu shopping centres UK, Wal-Mart - Asda UK	5.7		5.7	2
7	18=	Vizeum	E.on UK, TSB UK	2.3	Viacom UK	1.6	2
8	-	Dentsu Media	Calzedonia Russia	1.5		1.5	1
9=	6=	MEC	Pernod-Ricard Germany, Monsanto UK	1.8	Norpharma Denmark	1.3	2
9=	6=	Maxus	Mutti Italy, Lierac Italy, Bord Bia Ireland, Vitana Czech, Weber BBQ UK	1.5	Seiko UK	1.3	8
11	8	The Village Communications	Boghossian UK	1.1		1.1	1
12=	9=	Goodstuff	Spotify UK, RateSetter UK, ITV UK	0.8		0.8	3
12=	9=	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
14	11=	Switched on Media	Club Med UK	0.5		0.5	1
15=	11=	The7stars	Nintendo UK	0.5		0.5	1
15=	11=	Total Media	Rustlers UK	0.5		0.5	1
15=	11=	John Ayling & Associates	The Money Shop UK	0.5		0.5	1
18=	16=	Universal McCann	H&M France, Go Pro France, Green Cola Greece, Seiko UK	2.1	Viacom UK	0.3	4
18=	16=	The Gate	PDSA UK	0.3		0.3	1
20	18=	Rocket	FMCG Client UK	0.1		0.1	2
						111.2	274

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.

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