

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	R/GA	Johnnie Walker(Digital) Global, Siemens UK Project, Hyundai N series(Digital) UK	16.5		16.5	4
2	2	J Walter Thompson	Qatar Financial Centre Global, Microsoft Netherlands, Aspoll cider UK	17.0	Philadelphia Cheese Europe	16.0	59
3	3	Ogilvy	Mondelez Cadbury UK, British Airways UK, Nescafe Dolce Gusto (digital) France	22.7	BT UK Direct marketing	12.7	8
4	4	Wunderman	Samsung CRM Europe, BT(Includes EE) UK Direct marketing	12.0		12.0	3
5	5	Karmarama	Uniqlo Europe, Keko UK, Philadelphia Cheese Europe, Halfords UK	14.4	Secret Escapes UK	11.0	6
6	9	FCB	Holland & Barrett UK, Nestlé Grego Germany, Yamaha Music Europe	10.0		10.0	13
7	8	MullenLowe Group	Eurosport Europe, National Trust UK, Club Med France CRM, AkzoNobel dec paints Global	9.0		9.0	4
8	6	BETC	Citroen Global	8.0		8.0	1
9	7	DDB	Center Parcs Europe, MillerCoors UK	14.4	Electrolux Global	7.6	7
10	11=	Droga5	Peroni Nastro Azzurro UK, Glenmorangie UK, Bowers & Wilkins UK	7.5	Air Wick, Clearasil Global	6.5	5
11	10	Anomaly	Electrolux Global, Virgin Trains UK ATL, Bank of Scotland UK	6.0		6.0	3
12	11=	Leo Burnett	McDonald's UK, McDelivery Global	7.0	Coty (Max Factor) Global	5.5	2
13	13	Havas Worldwide	Rekorderlig cider Global, Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK	5.5	TGV Lyria Europe	5.0	5
14	14	Publicis	Saint Gobain France, Maisons du Monde France, FNAC Darty Europe	4.8		4.8	4
15=	15=	Sinner Schrader	Volkswagen Global digital	4.0		4.0	1
15=	15=	BBDO	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3	Dept Transport Think! UK	4.0	3
17=	18=	Saatchi & Saatchi	Britvic drinks UK, HSBC Global Project UK	6.0	Mondelez Cadbury UK	3.5	2
17=	18=	VCCP	Mondelez Cadbury(digital) UK, Britvic drinks UK, eBay Europe, Domino's Pizza UK	5.0	Easyjet Germany	3.5	4
19	20	Above&Beyond	Kerrygold UK, Pilgrims Choice UK	3.0		3.0	3
20	21	Pablo	Papa John's UK, Tim Hortons UK, Graham's The Family Dairy	2.7		2.7	3
						159.7	262

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	Richemont Global, PSA Group Global, Marketing Birmingham UK	72.4	Universal Music Group UK	67.9	82
2	6	Mindshare	Sanofi Global, HMD (Nokia) Europe, KfW Germany, European Commission Bulgaria	27.1	Sunny UK	25.8	34
3	2	OMD	Home Credit Bank Russia, Herbalife Russia, OIVE Spain	29.1	Walgreen Boots Alliance Global	16.4	93
4	3	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	AB Lindex Sweden	14.6	4
5	4	Havas Media	Michelin Global, Emirates Global, Office Outlet UK, Chateau D'ax Italy	10.7	Polski Bank Komorek Poland	9.6	33
6	5	PHD	Panzani Hungary, Argos Ireland, Bic UK Project	13.1	Sainsbury's UK	9.0	64
7	7	The7stars	Ladbrokes Coral UK, FF Group UK	2.8		2.8	2
8=	8=	Carat	P&G Nordics, Tesa Europe, Simba Dickie Germany, Sephora Germany	6.5	British Airways Global	2.4	9
8=	8=	Vizeum	Rostelecom Russia, Schibsted Spain, A&E Networks UK	3.1	NFU Mutual UK	2.4	8
10	10	Dentsu Aegis	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
11=	11	GroupM	British Airways Global	2.1		1.9	1
11=	13	Universal McCann	Spotify UK, Accenture Global, Coach Global, Remy Cointreau UK	2.8	Emarket Ukraine	1.9	5
13	12	Spark Foundry	Bel Groupe Global	1.9		1.8	1
14	38	MullenLowe MediaHub	Eurosport Europe	1.5		1.5	1
15	14	M/SIX	Virgin Money UK, Argos UK	5.3	Sainsbury's UK	1.3	3
16	15	VCCP	eBay Europe	1.0		1.0	1
17=	17=	Hearts & Science	Retail Client UK	0.6		0.6	2
17=	17=	iProspect	AccorHotels Global	0.6		0.6	1
17=	17=	All Response Media	Arighi Bianchi UK, Pharmacy2U UK, Vistaprint UK	0.6		0.6	3
20	20	The Specialist Works	Hastings Direct UK, Yopa UK	0.5		0.5	2
						<b>136.4</b>	<b>368</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.