

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / June 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	TBWA	Unitymedia Germany, Direct Assurance France, Le SIG (French gov.) France	21.5	Smyths Toys UK	18.5	3
2	16	McCann WorldGroup	GSK(Expert marketing) Global, Alzheimer's Society UK	8.8		8.8	5
3	-	Scholz & Friends	RWE Germany	7.2		7.2	1
4	3	Mullen Lowe	Bank of England UK Project, DWP Universal Credit UK, Union Investment Germany	6.2		6.2	5
5-	43	Fallon	Skoda Digital UK	6.2		6.0	2
5-	-	Grey Group	GSK Global, Nomad Foods Europe, Getraenke Hoffman Germany	9.0	P&G Dishwashing Brands Europe	6.0	5
7	2	Saatchi & Saatchi	Wal-Mart - Asda UK, GSK Global, Ferrovie dello Stato Italy	10.0	Union Investment Germany	5.5	3
8	4	FCB	Clorox Europe, Npower UK, Beko appliances France, Barnardo's UK, Pearson Project UK	5.3		5.3	6
9	5	McGarryBowen	Monster.com Europe, Clorox Europe, United Airlines Europe	5.2		5.2	5
10	6	M&C Saatchi	The Home Office UK, Open University UK, Ajinomoto France	5.6	Transport for London UK	4.4	5
11	7	Iprospect	VisitScotland Europe(SEO), Team Sky UK, Kellogg's(Digital) Europe	4.2		4.2	4
12	8	Karmarama	Confused.com UK, Just Eat UK, Unibet Europe, Betfair UK	4.0		4.0	4
13-	-	Fred & Farid	Club Med Global	4.0	1664 Kronenbourg France	3.6	1
13-	10	Ogilvy	GSK(Expert marketing) Global, Clorets Gum Global, Aldi Sud Germany, Motorola Europe	9.3	Expedia Europe	3.6	5
15	9	The Corner	Blu eCig Global, National Accident Helpline UK	3.4		3.4	3
16	11	Lucky Generals	Yorkshire Tea UK, Premier Inn UK, Taylors of Harrogate UK	3.1		3.1	3
17	12	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
18-	15	BMB	Batiste UK, New Balance UK, Tapi Carpets UK	3.9	Purple Bricks UK	2.9	3
18-	13	Creature	Dreams UK	2.9		2.9	1
20	14	Havas Worldwide	Interflora France, Heathrow Airport UK, Singapore EDB Germany	4.8	Nomad Foods Europe	2.7	4
						106.5	70

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / June 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, Norpharma Denmark	34.2		34.2	57
2	2	Havas Media	Swarovski Europe, PKO Poland, A&E UK, Staples UK	21.9	PDSA UK	21.4	47
3	3	Initiative	Reckitt Benckiser Germany, Miratorg Russia, Gov of Netherlands	13.7	Vympelkom Russia	9.6	29
4	4	OMD	Glenmark Russia, Cigna Pan-Europe, Avinor Norway	19.6	Paddy Power Betfair UK/Ireland	9.4	82
5	5	Optimedia Blue 449	Intu shopping centres UK, Wal-Mart - Asda UK	5.7		5.7	2
6=	6	MEC	Pernod-Ricard Germany, Monsanto UK	1.8	Norpharma Denmark	1.3	2
6=	7	Maxus	MUTTI Italy, Lierac Italy, Bora Bia Ireland, Vitana Czech, Weber BBQ UK	1.5	Seiko UK	1.3	8
8	8=	The Village Communications	Boghossian UK	1.1		1.1	1
9=	10=	Goodstuff	Spotify UK, RateSetter UK, ITV UK	0.8		0.8	3
9=	10=	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
11=	12=	Switched on Media	Club Med UK	0.5		0.5	1
11=	12=	The7stars	Nintendo UK	0.5		0.5	1
11=	12=	Total Media	Rustlers UK	0.5		0.5	1
11=	12=	John Ayling & Associates	The Money Shop UK	0.5		0.5	1
11=	-	Arena Media	Universal Music	0.7	Monsanto UK	0.5	1
16=	19	Universal McCann	H&M France, Go Pro France, Green Cola Greece, Seiko UK	2.1	Viacom UK	0.3	4
16=	16	The Gate	PDSA UK	0.3		0.3	1
18=	17=	Vizeum	E.on UK	0.8	Viacom UK	0.1	1
18=	17=	Rocket	FMCG Client UK	0.1		0.1	2
20	8=	Zenith	Nomad Food Europe, Shangri-La Hotels and Resorts Europe	1.2	Toyota Hungary	-0.4	2
						88.3	249

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.