

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / June 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	3	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	1	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	Philadelphia Cheese Europe, Halfords UK, Costa Coffee Global	12.0	Secret Escapes UK	8.6	4
6	-	BETC	Citroen Global	8.0		8.0	1
7	7=	DDB	Center Parcs Europe, MillerCoors UK	14.4	Electrolux Global	7.6	7
8	6	MullenLowe Group	National Trust UK, Club Med France CRM, AkzoNobel dec paints Global	7.0		7.0	3
9	7=	FCB	UEFA Europe, Comdirect Germany Project, TGV Lyria Europe,	6.1		6.1	8
10	20	Anomaly	Electrolux Global, Virgin Trains UK ATL, Bank of Scotland UK	6.0		6.0	3
11=	9=	Droga5	Glenmorangie UK, Bowers & Wilkins UK, Danone yoghurt Europe	6.5	Air Wick, Clearasil Global	5.5	4
11=	-	Leo Burnett	McDonald's UK, McDelivery Global	7.0		5.5	2
13	12	Havas Worldwide	Rekorderlig cider Global, Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK	5.5	TGV Lyria Europe	5.0	5
14	11	Publicis	Saint Gobain France, Maisons du Monde France, FNAC Darty Europe	4.8		4.8	4
15=	13=	BBDO	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3	Dept Transport Think! UK	4.0	3
15=	13=	Sinner Schrader	Volkswagen Global digital	4.0		4.0	1
17	15	M&C Saatchi	Dreams UK	3.6		3.6	1
18=	9=	Saatchi & Saatchi	Britvic drinks UK, HSBC Global Project UK	6.0	Mondelez Cadbury UK	3.5	2
18=	22	VCCP	Mondelez Cadbury(digital) UK, Britvic drinks UK, eBay Europe, Domino's Pizza UK	5.0	Easyjet Germany	3.5	4
20	16	Above&Beyond	Kerrygold UK, Pilgrims Choice UK	3.0		3.0	3
						149.8	238

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / June 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	PSA Group Global, Marketing Birmingham UK, Lifetime Training UK	66.2	Universal Music Group UK	61.7	74
2	3	OMD	Tallink Silja Sweden, Hema Belgium, GRT Gaz France	27.6	Walgreen Boots Alliance Global	15.0	79
3	2	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	AB Lindex Sweden	14.7	4
4	4	Havas Media	Michelin Global, Emirates Global, Office Outlet UK, Chateau D'ax Italy	10.7	Polski Bank Komorek Poland	9.6	33
5	8	PHD	Sainsbury's UK, VV-Auto Group Finland, About You Netherlands	12.2		8.1	54
6	6	Mindshare	HMD (Nokia) Europe, KfW Germany, European Commission Bulgaria	4.4	Sunny UK	3.2	23
7	7	The7stars	Ladbroke's Coral UK, FF Group UK	2.8		2.8	2
8=	9=	Carat	P&G Nordics, Tesa Europe, Simba Dickie Germany, Sephora Germany	6.5	British Airways Global	2.4	9
8=	9=	Vizeum	Rostelecom Russia, Schibsted Spain, A&E Networks UK	3.1	NFU Mutual UK	2.4	8
10	11	Dentsu Aegis	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
11	-	GroupM	British Airways Global	2.1		2.1	1
12	12	Spark Foundry	Bel Groupe Global	1.9		1.9	1
13	13	Universal McCann	Accenture Global, Coach Global, Remy Cointreau UK	2.3	Emarket Ukraine	1.4	4
14	5	M/SIX	Virgin Money UK, Argos UK	5.3	Sainsbury's UK	1.3	3
15	14	VCCP	eBay Europe	1.0		1.0	1
16	-	Hearts & Science	Retail Client UK	0.9		0.9	3
17=	16=	Zenith	Carpentry UK	0.6	University of Nicosia Greece	0.6	1
17=	-	Goodstuff Communications	Sunny UK	0.6		0.6	1
17=	-	iProspect	AccorHotels Global	0.6		0.6	1
17=	16=	All Response Media	Arighi Bianchi UK, Pharmacy2U UK, Vistaprint UK	0.6		0.6	3
						130.3	324

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.