

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	Le SIG (French gov.) France	20.0	Batiste UK	16.1	1
2	2	Mullen Lowe	Bank of England UK Project, DWP Universal Credit UK, Union Investment Germany	6.2		6.2	6
3	-	Saatchi & Saatchi	Walmart - Asda UK	6.0	Union Investment Germany	5.5	1
4	3	Havas Worldwide	Interflora France, Heathrow Airport UK, Singapore EDB Germany	4.8		4.8	4
5	4	McGarryBowen	Monster.com Europe	3.6		3.6	3
6	5	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
7	6	Creature	Dreams UK	2.9		2.9	1
8	7	Cheil	Finance Client Germany	2.3		2.3	7
9-	8=	Camp + King	Energizer / Eveready Europe	2.0		2.0	1
9-	8=	Chemistry	Bel Groupe France	2.0		2.0	1
9-	8=	Karmarama	Confused.com UK	2.0		2.0	1
9-	-	Inspired Thinking Group	Pizza Hut(Print and Artwork) UK	2.0		2.0	1
13	11=	M&C Saatchi	Open University UK, Samsung Electronics UK Project, Ajinomoto France	2.6	Virgin Holidays UK	1.9	4
14	17=	FCB	Beko appliances France, Barnardo's UK, Pearson Project UK, EasyJet Italy	1.8		1.8	4
15-	-	Iprospect	VisitScotland Europe(SEO)	1.6		1.6	1
15-	11=	Atomic	Signet UK	1.6		1.6	1
17-	13	Thjnk	Apollo Optik Germany, Peperami Europe	1.5		1.5	2
17-	22	Y&R	Premier League UK, Chanel UK	1.5		1.5	2
19-	14=	St Luke's	Aunt Bessie's foods UK	1.4		1.4	1
19-	14=	CP+B	Betstars UK	1.4		1.4	1
						65.2	45

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	Mediacom	Trivago Sweden, Tauron Poland, Argos UK, Travel Counsellors UK	17.3	Nintendo Switzerland	15.4	39
2	4	OMD	Sony Pictures EMEA, Leto Bank Russia, Bet365 Italy, Auchan Portugal	16.4	Sony Playstation EMEA	8.5	48
3	2	Havas Media	Uber UK, Bet365 Spain, Bauhaus Germany, Bein Sports France	8.8	PDSA UK	8.4	13
4	3	Initiative	Reckitt Benckiser Germany, Miratorg Russia, Eurowings Germany	12.2	Vympelkom Russia	8.1	28
5	5	PHD	Refunder Scandinavia AB Sweden, Elite Partner Austria, Hines Property Ireland	6.2		6.2	34
6	9=	Optimedia Blue 449	Intu shopping centres UK, Walmart - Asda UK	3.3		3.3	2
7	6=	MEC	Pernod-Ricard Germany, Monsanto UK	1.8	Harmann Germany	1.6	2
8	6=	Maxus	Mutti Italy, Lierac Italy, Bord Bia Ireland, Vitana Czech, Weber BBQ UK	1.5	Seiko UK	1.3	8
9	8	The Village Communications	Boghossian UK	1.1		1.1	1
10	-	Switched on Media	Club Med UK	0.5		0.5	1
11-	9=	M2M	PDSA UK, Not On The High Street UK	0.3		0.3	4
11-	9=	The Gate	PDSA UK	0.3		0.3	1
13-	9=	Vizeum	E.on UK	0.8	Viacom UK	0.2	1
13-	13	Goodstuff	Spotify UK, RateSetter UK	0.2		0.2	2
15-	14=	Dentsu Media		0.0		0.0	0
15-	14=	Zenith	Shangri-La Hotels and Resorts Europe	0.2		0.0	1
17	17	Mindshare		0.0	Vita Coco EMEA	-0.7	0
18	18	Starcom		0.0	Mars Italy	-1.5	0
19	19	Universal McCann	Green Cola Greece	0.1	Viacom UK	-1.7	2
20	20	Carat	E.on Europe	0.8	Dr. Wolff Germany	-7.6	1
						<b>43.8</b>	<b>188</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.