

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	Ogilvy	Boots UK, Appletiser Global, Bulmers UK, Vodafone UK	19.5	BT UK Direct marketing	14.5	4
2	2	R/GA	Hyundai N series UK Digital, Guinness UK Digital	11.0		11.0	2
3	3	Wunderman	BT(Includes EE) UK Direct marketing	10.0		10.0	2
4	8=	Mullen Lowe	Club Med France CRM, AkzoNobel dec paints Global	6.5		6.5	2
5	-	Mother	Cheerios, Lion cereal Europe	19.8	Halfords UK	5.3	6
6	4	Saatchi & Saatchi	HSBC Global Project UK	5.0		5.0	1
7	7	DDB	Lufthansa Germany CRM, Coty (Max Factor) Global	7.5	Bulmers UK	4.7	3
8	5	BBDO	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3		4.3	3
9	6	Droga5	Danone yoghurt Europe	5.0	Air Wick, Clearasil Global	4.0	1
10	-	M&C Saatchi	Dreams UK	3.6		3.6	1
11	25	Karmarama	Philadelphia cheese Europe, Halfords UK	4.0	Ornua Foods UK	3.5	2
12	8=	Havas Worldwide	Carling lager UK, Air Wick, Clearasil Global	3.0		3.0	2
13	10	We are social	Audi Global Social, Benefit Cosmetics UK Digital&Social ,	2.6		2.6	2
14	11	Publicis	Maisons du Monde France, FNAC Darty Europe	2.4		2.4	2
15	15	FCB	Lastminute.com UK, HCA Healthcare UK, Dimmidisi Italy, UNICEF UK Project	2.3		2.3	4
16	12=	AnalogFolk	Jacob's Creek Global, Biorna Quantics Global	2.2		2.2	2
17=	12=	Anomaly	Virgin Trains UK ATL, Bank of Scotland UK	2.0		2.0	2
17=	12=	Sid Lee	Sobieski vodka Global	2.0		2.0	1
17=	17=	Marcel	eBay France, Under Armour France	2.0		2.0	2
20	17=	VCCP	eBay Europe, Domino's Pizza UK	3.0	Easyjet Germany	1.5	2
						92.3	46

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	MissGuided UK, Brand USA (Germany, France, UK), AB Lindex Sweden	23.1	Klosterfrau Slovakia	22.6	54
2	4	Havas Media	Beats by Dre Europe, Société de la Loterie Switzerland, Monsanto Europe	7.1	Polski Bank Komorek Poland	6.0	24
3	3	M/SIX	Sainsbury's UK, Virgin Money UK, Argos UK	5.3		5.3	3
4	2	MEC	B&Q, Castorama Europe	5.5	IF Insurance Denmark	5.2	1
5	5	The7stars	Ladbrokes Coral UK, FF Group UK	2.8		2.8	2
6	6	Dentsu Aegis	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
7	-	Mediavest Spark	Bel Groupe Global	1.9		1.9	1
8	7	Starcom	Vileda Germany, Merck Consumer Healthcare Global, Merck Consumer Healthcare UK	2.3	AB Lindex Sweden	1.1	3
9	8	VCCP	eBay Europe	1.0		1.0	1
10	9	Carat	Vitaldent Spain, Berlin Chemie Hungary	2.6	Monoprix France	0.9	2
11	10	Vizeum	Sephora - LVMH Poland	1.0	Saks Russia	0.7	2
12	-	All Response Media	Arighi Bianchi UK, Pharmacy2U UK, Vistaprint UK	0.6		0.6	3
13-	-	The Specialist Works	Hastings Direct UK, Yopa UK	0.5		0.5	2
13-	11	Bountiful Cow	No 1 Rosemary Water UK, Lily's Kitchen UK	0.5		0.5	2
15	12	Mindshare	PAPOUTSANIS Greece, Ferratum Germany, Hawaiianas Germany	0.4		0.4	9
16-	-	John Ayling & Associates	RSPCA UK	0.2		0.2	1
16-	-	MC&C	David Lloyd UK	0.2		0.2	1
18	14	Initiative		0.0	Irobot France	-0.1	0
19-	-	Dentsu Media		0.0	Bayer AG Ukraine	-0.2	0
19-	15	Zenith		0.0	Merck Consumer Healthcare UK	-0.2	0
						51.4	112

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.