

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	Direct Assurance France, Le SIG (French gov.) France	21.5	Smyths Toys UK	18.5	3
2	2	Saatchi & Saatchi	Wal-Mart - Asda UK, Ferrovie dello Stato Italy	7.0	Union Investment Germany	6.5	2
3	3	Mullen Lowe	Bank of England UK Project, DWP Universal Credit UK, Union Investment Germany	6.2		6.2	5
4	4	FCB	Clorox Europe, Npower UK, Beko appliances France, Barnardo's UK, Pearson Project UK	5.3		5.3	6
5	5	McGarryBowen	Monster.com Europe, Clorox Europe, United Airlines Europe	5.2		5.2	5
6	25	M&C Saatchi	The Home Office UK, Open University UK, Ajinomoto France	5.6	Virgin Holidays UK	4.4	5
7	17	Iprospect	VisitScotland Europe(SEO), Team Sky UK, Kellogg's(Digital) Europe	4.2		4.2	4
8	13=	Karmarama	Confused.com UK, Just Eat UK, Unibet Europe, Betfair UK	4.0		4.0	4
9	6=	The Corner	Blu eCig Global, National Accident Helpline UK	3.4		3.4	3
10	26	Ogilvy	Clorets Gum Global, Aldi Sud Germany, Motorola Europe	3.3		3.3	4
11	-	Lucky Generals	Yorkshire Tea UK, Premier Inn UK, Taylors of Harrogate UK	3.1		3.1	3
12	9	Altmann+Pacreau	Haier Appliances Europe, Findus France	3.0		3.0	2
13	10	Creature	Dreams UK	2.9		2.9	1
14	11	Havas Worldwide	Interflora France, Heathrow Airport UK, Singapore EDB Germany	4.8	Nomad Foods	2.8	4
15	8	BMB	Batiste UK, New Balance UK	3.6	Purple Bricks UK	2.6	2
16	6=	McCann WorldGroup	Smyths Toys Superstores, Mr Kipling	2.5		2.5	2
17	12	Cheil	Finance Client Germany	2.3		2.3	7
18	68	Leo Burnett	Brita Filters Europe, Lidl(Social) Europe, Fiat Mobi Europe	2.7	Freeview UK	2.2	3
19	13=	Camp + King	Energizer / Eveready Europe	2.0		2.0	1
20	13=	Chemistry	Bel Groupe France	2.0		2.0	1
						86.5	67

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	5	PHD	Volkswagen Europe, Carnival Corporation UK, Parship GmbH Austria	33.9		33.9	56
2	1	Havas Media	Correos Spain, TUI France, Simba Toys Spain	18.2	PDSA UK	17.7	36
3	4	Initiative	Reckitt Benckiser Germany, Miratorg Russia, Gov of Netherlands	13.7	Vympelkom Russia	9.6	29
4	3	OMD	Glenmark Russia, Cigna Pan-Europe, TEVA Germany	19.5	Paddy Power Betfair UK/Ireland	9.3	79
5	6	Optimedia Blue 449	Intu shopping centres UK, Walmart - Asda UK	5.7		5.7	2
6	7	MEC	Pernod-Ricard Germany, Monsanto UK	1.8	Harmann Germany	1.6	2
7	8	Maxus	MUTTI Italy, Lierac Italy, Bora Bia Ireland, Vitana Czech, Weber BBQ UK	1.5	Seiko UK	1.3	8
8-	9	Zenith	Nomad Food Europe, Shangri-La Hotels and Resorts Europe	1.2	Toyota Hungary	1.1	2
8-	10	The Village Communications	Boghossian UK	1.1		1.1	1
10-	11=	Goodstuff	Spotify UK, RateSetter UK, ITV UK	0.8		0.8	3
10-	11=	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
12-	13	Switched on Media	Club Med UK	0.5		0.5	1
12-	-	The7stars	Nintendo UK	0.5		0.5	1
12-	-	Total Media	Rustlers UK	0.5		0.5	1
12-	-	John Ayling & Associates	The Money Shop UK	0.5		0.5	1
16	14=	The Gate	PDSA UK	0.3		0.3	1
17-	16	Vizeum	E.on UK	0.8	Viacom UK	0.1	1
17-	-	Rocket	FMCG Client UK	0.1		0.1	2
19	19	Universal McCann	Go Pro France, Green Cola Greece, Seiko UK	1.1	Viacom UK	-0.7	3
20	14=	M2M	PDSA UK, Not On The High Street UK	0.3	Paddy Power UK	-1.2	4
						83.4	236

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.