

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	British Airways UK, Nescafe Dolce Gusto (digital) France, Halls (Mondelez) UK	20.7	BT UK Direct marketing	15.7	7
2	2	J Walter Thompson	Qatar Financial Centre Global, Microsoft Netherlands, Aspall cider UK	15.7	Philadelphia Cheese Europe	14.7	53
3	3	R/GA	Hyundai N series UK Digital, Guinness UK Digital	11.0		11.0	2
4	4	Wunderman	BT(Includes EE) UK Direct marketing	10.0		10.0	2
5	5	Karmarama	Philadelphia Cheese Europe, Halfords UK, Costa Coffee Global	12.0	Secret Escapes UK	8.6	4
6	6	MullenLowe Group	Club Med France CRM, AkzoNobel dec paints Global	6.5		6.5	2
7-	7	DDB	Lufthansa Germany CRM, Coty (Max Factor) Global, Sky Sports UK, EA Sports Global	8.9	Bulmers UK	6.1	5
7-	13	FCB	UEFA Europe, Comdirect Germany Project, TGV Lyria Europe,	6.1		6.1	8
9-	8	Saatchi & Saatchi	HSBC Global Project UK	5.0		5.0	1
9-	9=	Droga5	Bowers & Wilkins UK, Danone yoghurt Europe, Secret Escapes UK	6.0	Air Wick, Clearasil Global	5.0	3
11	11	Publicis	Saint Gobain France, Maisons du Monde France, FNAC Darty Europe	4.8		4.8	4
12	9=	Havas Worldwide	Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK, Rolls Royce UK	5.0	TGV Lyria Europe	4.5	4
13-	-	Sinner Schrader	Volkswagen Global digital	4.0		4.0	1
13-	12	BBDO	Carphone Warehouse UK, Gt Ormond St Hospital UK	4.3	Dept Transport Think! UK	4.0	3
15	14	M&C Saatchi	Dreams UK	3.6		3.6	1
16	15	Above&Beyond	Kerrygold UK, Pilgrims Choice UK,	3.0		3.0	3
17	16	We are social	Audi Global Social, Benefit Cosmetics UK Digital&Social ,	2.6		2.6	2
18	-	The Martin Agency	UPS Global Global, Barclays Bank UK Project	2.5		2.5	2
19	17	The Corner	Jackpotjoy UK, LateRooms.com UK, Malvern Group UK	2.3		2.3	3
20	18=	Anomaly	Virgin Trains UK ATL, Bank of Scotland UK	2.0		2.0	2
						121.9	112

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	P&G Germany/Austria/Switzerland, Grohe Germany, AB Lindex Germany	41.1	Betfair Ireland	37.5	71
2	12=	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	AB Lindex Sweden	14.6	4
3	2	OMD	Intuit Quickbooks UK, Vodafone Ireland Project, O'Briens Fine Foods Ireland	25.8	Walgreen Boots Alliance Global	13.1	58
4	3	Havas Media	Emirates Global, Office Outlet UK, Chateau D'ax Italy	9.2	Polski Bank Komorek Poland	8.1	32
5	4	M/SIX	Sainsbury's UK, Virgin Money UK, Argos UK	5.3		5.3	3
6	23	Mindshare	HMD (Nokia) Europe, KfW Germany, European Commission Bulgaria	4.4	A&E Networks UK	3.8	23
7	5=	The7stars	Ladbrokes Coral UK, FF Group UK	2.8		2.8	2
8	7	PHD	Cash Converters UK, UKTV United Kingdom, Stonewall United Kingdom	6.7	Sainsbury's UK	2.5	42
9=	21=	Carat	P&G Nordics, Tesa Europe, Simba Dickie Germany, Sephora Germany	6.5	British Airways Global	2.4	9
9=	9	Vizeum	Rostelecom Russia, Schibsted Spain, A&E Networks UK	3.1	NFU Mutual UK	2.4	8
11	8	Dentsu Aegis	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
12	10	Mediavest Spark	Bel Groupe Global	1.9		1.9	1
13	11	Universal McCann	Accenture Global, Coach Global, Remy Cointreau UK	2.3	Emarket Ukraine	1.4	4
14	12=	VCCP	eBay Europe	1.0		1.0	1
15	5=	MEC	B&Q, Castorama Europe	5.8	Tesa Europe	0.8	2
16=	14=	Zenith	Carpetright UK	0.6		0.6	1
16=	14=	All Response Media	Arighi Bianchi UK, Pharmacy2U UK, Vistaprint UK	0.6		0.6	3
18=	16=	The Specialist Works	Hastings Direct UK, Yopa UK	0.5		0.5	2
18=	16=	Bountiful Cow	No 1 Rosemary Water UK, Lily's Kitchen UK	0.5		0.5	2
20	-	Media Agency Group	Herbalife UK Project	0.3		0.3	1
						102.3	270

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.