



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 2018

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	Publicis	Swarovski Global, Mercedes-Benz Global	85.5		85.5	2
2	3	J Walter Thompson	ASUS Global	31.3	Edgewell Global	29.7	35
3	2	Havas Worldwide	BMW Motorsport Germany, La Roche Posay France, Lacoste Perfumes (Coty) France	27.1		27.1	37
4	4	Hakuhodo Collective	Honda Europe	10.0		10.0	1
5	5	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
6	6	McCann WorldGroup	Lufthansa City Center Germany, Clube Amigo Suvinil Europe, Rungis France	8.2		8.2	13
7	7	Grey Group	Bose Global, Campari Group UK, Bulldog Gin Global	8.1		8.1	3
8	12	MullenLowe Group	Edgewell Global, Cabify Global, Rossmann Germany, Unilever Brand (PG Tips) UK	6.4		6.4	5
9=	8	Karmarama	BT UK digital, BetVictor UK,	6.0		6.0	2
9=	9	Publicis Groupe	Campbell Soup Global	6.0		6.0	1
11	11	DDB	Highways England UK, National Lottery UK	8.1	Virgin Atlantic Europe	5.1	3
12=	13	Antoni	Henkel Europe	5.0		5.0	1
12=	10	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0	Bonprix Germany	5.0	3
14	-	WPP(Team Energy)	BP Global	4.5		4.5	1
15	15	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
16	14	Y&R	Office Depot Global, Viagra OTC UK	3.2	JD Williams UK	2.7	2
17	-	Accenture	Radisson Hotels Global (Digital)	2.4		2.4	1
18=	17	Elvis	Oreo Europe promotions	2.0		2.0	1
18=	-	Track	BMW Motorcycles Germany	2.0		2.0	1
20	16	Leo Burnett	Betfair Europe	2.2	Comboios de Portugal	1.8	2
						179.3	239

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 2018

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	Sky Europe Buying, KGA Fragrances UK	29.0	Douglas Germany	27.0	21
2	2	OMD	UK Government, Hilti Finland, Koukaki Farm Greece	24.5		24.5	70
3	4	PHD	HSBC Global, Alshaya UAE, MCB Russia, Minipreço Portugal, NMGK Russia, Henkel Denmark	15.6	Purple Bricks UK	15.4	65
4	10	Carat	Microsoft Global, Douglas Germany, Gore-Tex Global	24.4	UK Government	15.4	3
5	3	Havas Media	Michelin France DMP, Groupe Avril France, Q8 Italy	9.0	Ritter Sport Germany	7.4	20
6	5	Publicis Groupe	Campbell Soup Global	3.0		3.0	1
7	7	M/SIX	Bridgestone Tires Europe, Westons Cider UK	2.7		2.7	2
8	8	Initiative	DIA Spain, Payconiq Netherlands, Whirlpool Italy	2.3	Marella (Max Mara group) Italy	2.2	13
9	-	WPP(Team Energy)	BP Global	2.0		2.0	1
10	9	Spark Foundry	Marriott Global	2.3	Yota Russia	2.0	1
11	11	Pilot Media	Ritter Sport Germany	1.3		1.3	1
12	12	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	3
13	13	The7stars	Entertainment Films UK	0.6		0.6	1
14=	16=	Wavemaker	Purple Bricks UK, Formula 1 Global, Otto Group Germany	8.0	Q8 Italy	0.5	3
14=	14=	Brainlabs	Formula 1 Global Digital	0.5		0.5	1
14=	14=	Omnicom Media Group	Tata Motors Passenger Vehicles UK	0.5		0.5	1
17	16=	SapientRazorfish	Marriott Global	0.3		0.3	1
18	18	Goodstuff Communications	Pertemps UK	0.1		0.1	1
19=	19	Essence		0.0		0.0	0
19=	20	dentsu X		0.0		0.0	0
						93.7	226

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.