

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	Cathay Pacific Global, P&O Ferries EMEA, Tourism Ireland UK	90.5		90.5	5
2	2	Havas Worldwide	Altria France AOR , La banque postale France, Mondelez France AOR , E Leclerc France	53.9	Rolls-Royce UK	47.4	70
3	3	Leo Burnett	Samsung Electronics visual display Global, Betfair Europe	32.2	Comboios de Portugal	30.8	3
4	4	J Walter Thompson	Allergen EUROPE, Glo EUROPE, Vocco EUROPE, Saudi Telecom Company (STC) Middle East Digital	41.3		27.7	54
5	5	McCann WorldGroup	Columbia Sportswears Global, L'Oreal Europe, Honeywell Global, Godiva chocolates Global	28.2	Cathay Pacific Europe	22.2	22
6	6	MullenLowe Group	Bahlsen Global, Wagamama UK, Edgewell Global, Cabify Global, Rossmann Germany	13.9		13.9	7
7	7	Hakuhodo Collective	Honda Europe	10.0		10.0	1
8	8	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
9	9	Serviceplan	Auchan France	10.6	BMW Motorsport Germany	8.6	1
10=	10=	Karmarama	BT UK digital, BetVictor UK,	6.0		6.0	2
10=	10=	VML	Diageo Baileys Global Digital	6.0		6.0	8
12	15=	VCCP	Cathay Pacific Europe, Shell Global, Gett UK	8.5	Molson Coors UK AOR	5.5	5
13	12	Grey Group	Goodfellas Pizza EMEA Project, Bose Global, Campari Group UK	9.1	Revlon Global	5.1	4
14=	13=	Antoni	Henkel Europe	5.0		5.0	1
14=	13=	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0	Bonprix Germany	5.0	3
16	15=	WPP(Team Energy)	BP Global	4.5		4.5	1
17	20	Y&R	Carpentright UK, Office Depot Global, Viagra OTC UK	4.7	JD Williams UK	4.2	4
18	17	Droga5	Barclaycard UK, Mini Electric Global Project UK	4.0		4.0	2
19	18	FCB	Kimberly Clark Global, BMW Mini Spain, PittaRosso Italy	4.3	Grant's Global London	3.8	6
20	19	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
						257.0	364

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	Hilton Hotels & Resorts Global, Ring UK, Better Bathrooms UK, Mars Global	78.7	Volkswagen Dealer Marketing Germany	68.2	93
2	2	OMD	Semper Sweden, Goodyear Dunlop Sava Tires Croatia, Kaufland Bulgaria, Muller&Lisner Poland	41.7	Royal National Lifeboat Institution(RNLI) Global	38.7	133
3	3	PHD	Joom Spain, DPO Portugal, AEGON Spain, VF Europe	21.8	Purple Bricks UK	21.0	118
4	4	Havas Media	O2 & NEFLIX UK Project, Telefónica UK, Staropramen UK, Orange France	16.8	Betsson Italy	15.0	34
5	5	Initiative	LV= UK, Revlon Global, DIA Spain	13.6	Unilever Russia	13.3	16
6	7	Wavemaker	Royal National Lifeboat Institution(RNLI) Global, Mondelez Europe, Purple Bricks UK	15.7	AEGON Spain	6.8	6
7	6	Carat	Mondelez Europe, Microsoft Global, Douglas Germany	31.9	LV= UK	6.3	4
8	8	Spark Foundry	Marriott Global, Lenovo Global	5.3	Yota Russia	5.0	2
9	9	M/SIX	Bridgestone Tires Europe, Westons Cider UK	2.7		2.7	2
10	18=	MullenLowe MediaHub	Scope US, UK, Primark UK, The Art Fund UK	2.3		2.3	3
11	10	WPP(Team Energy)	BP Global	2.0		2.0	1
12	11	Pilot Media	Ritter Sport Germany	1.3		1.3	1
13	12	Vizeum	Estee Lauder Cos Europe, WWF UK	2.5	Warner Bros Netherlands	1.1	3
14=	13=	BPN	Otto Germany	1.0		1.0	1
14=	13=	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	3
16	89	Publicis Media	Cathay Global	0.6		0.6	1
17=	15=	Brainlabs	Formula 1 Global Digital	0.5		0.5	1
17=	15=	Omnicom Media Group	Tata Motors Passenger Vehicles UK	0.5		0.5	1
17=	15=	Zenith	Reckitt Benckiser Egypt	0.5		0.5	1
17=	22	The7stars	Gousto UK, Entertainment Films UK	0.9	Habitat UK	0.5	2
						168.6	467

### 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.