



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	BBDO	Mercedes Benz Service Germany, LG Electronics Russia, Sberbank Austria Project	66.9	Dept Transport Think! UK	66.6	229
2	2	J Walter Thompson	Le Monde France, Qatar Financial Centre Global, Microsoft Netherlands	37.9	Debenhams UK	33.4	148
3	7	Isobar	FMCG Client	22.0		22.0	96
4	3	Havas Worldwide	Rekorderlig cider Global, Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK	21.3	Chivas Regal Global	19.2	39
5	4	MullenLowe Group	Kia Motors EMEA, Eurosport Europe, National Trust UK, Club Med France CRM	19.1		19.1	6
6	5	R/GA	Johnnie Walker(Digital) Global, Siemens UK Project, Hyundai N series(Digital) UK	16.5		16.5	4
7	6	Wunderman	BT UK Digital, Samsung CRM Europe, BT(Includes EE) UK Direct marketing	14.0		14.0	4
8-	8=	Karmarama	First Direct UK, Uniqlo Europe, Keko UK, Philadelphia Cheese Europe	16.4	Secret Escapes UK	13.0	7
8-	8=	Ogilvy	The Department for International Development UK, Mondelez Cadbury UK, British Airways UK	23.0	BT UK Direct marketing	13.0	9
10	10	FCB	Huawei UK Project, Holland & Barrett UK, Nestlé Grego Germany	12.4	Lastminute.com UK	11.6	16
11	11	DDB	Radox Global, HM Revenue & Customs UK, Center Parcs Europe, MillerCoors UK	16.9	Electrolux Global	10.1	10
12	-	Amsterdam Worldwide	Mitsubishi Global	10.0		10.0	2
13	12	Rosbeef	Decathlon France	8.5		8.5	1
14	13	Publicis	Lastminute.com U, Diesel Global, Saint Gobain France, Maisons du Monde France	7.7		7.5	6
15	14	McCann WorldGroup	Opel Germany, Chivas Regal Global, Coca Cola's Nestea Premium Brewed Spain	13.1		7.2	14
16	17	Saatchi & Saatchi	Expedia Global, Asics Global, Britvic drinks UK, HSBC Global Project UK	9.5	Mondelez Cadbury UK	7.0	4
17	15	RosaPark	Cdiscount France, Engie Group France	6.2		6.2	3
18	16	Leo Burnett	McDonald's UK, McDelivery Global	7.0	Coty (Max Factor) Global	5.5	2
19	18	Droga5	Asahi beer US & UK, Peroni Nastro Azzurro UK, Glenmorangie UK, Bowers & Wilkins UK	7.9	Radox Global	4.9	6
20	19	VCCP	Domino's Pizza (Digital) UK, Mondelez Cadbury(digital) UK, Britvic drinks UK, eBav Europe	6.0	Easyjet Germany	4.5	5
						367.0	805

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	Kenneth Green Associates UK, Pekao Poland, Colorificio San Marco Italy	105.8	Deliveroo UK	88.7	130
2	2	OMD	Henkel Germany, Sportmaster OOH Russia, VTB Russia Digital	69.2	Carlsberg Global	51.9	185
3	3	Mindshare	Aldi Germany, Unilever(Communications Planning) Global Deutsche Telekom Germany	53.8	Universal Pictures Germany	36.0	57
4	4	Havas Media	SFAM France, Regions European Commission France, ADA France	24.0	Biocodex Russia	20.3	56
5	5	Vizeum	AB InBev Europe, Bunnpris Norway, Utkonos Russia, Rostelecom Russia, Schibsted Spain	19.9	Saks Russia	18.8	31
6	11	Dentsu Aegis Network	Jaguar Land Rover Global, Heineken brands TBC Global	17.5	Rostelecom Russia	17.3	2
7	6	Initiative	Lego Global, Carlsberg Global, Unibet UK, Value Retail Group Europe	18.7	Velux Germany	17.2	5
8	7	PHD	Management Financial Group Bulgaria, Department of Taoiseach Ireland	27.4	Unilever(Communications Planning) Global	11.8	109
9	8	Essence	BT, EE UK	11.2	HP Global Digital	10.2	2
10	9	The7stars	Capital One UK, Deliveroo UK, Ladbrokes Coral UK, FF Group UK	4.1		4.1	4
11	10	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	Coca-Cola Hungary	3.6	4
12	12=	dentsu X	Progress Russia	2.2	Bayer AG Ukraine	1.8	7
13	12=	GroupM	British Airways Global	2.1	Eckes-Granini Finland	1.8	1
14	14	Hearts & Science	Retail Client UK	1.6		1.6	3
15	15	MullenLowe MediaHub	Eurosport Europe	1.5	Oleofarm Poland	1.4	1
16	16=	M/SIX	Virgin Money UK, Argos UK	5.3	Sainsbury's UK	1.3	3
17	16=	VCCP	eBay Europe	1.3		1.3	2
18	18	Mediaplus	Bahlsen Germany	0.8	Katjes Fassin GmbH Austria	0.7	1
19	127	MC&C	David Lloyd UK, Flight Centre UK, Marsh & Parsons UK	1.7		0.7	4
20	19=	iProspect	AccorHotels Global	0.6		0.6	1
						181.2	669

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.