

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	E. LECLERC France AOR, Euronext France Project, Hain Daniel brands UK, Altria France AOR	56.3	Rolls-Royce UK	49.8	79
3	3	McCann WorldGroup	Opel Europe, Magnet Kitchens UK, Columbia Sportswears Global, L'Oreal Europe	54.2	Cathay Pacific Europe	48.2	25
4	4	Leo Burnett	Butlin's UK, Samsung Electronics visual display Global, Betfair Europe	32.5	Comboios de Portugal	31.1	4
5	7	Isobar	Electronic Brand, Diageo poland project, Polpharma poland project	29.6		29.6	168
6	5	J Walter Thompson	Allergen EUROPE, Glo EUROPE, Vocco EUROPE, Saudi Telecom Company (STC) Middle East Digital	41.7	Kenco	28.1	57
7	6	Karmarama	Lidl UK, Nando's UK, Babylon GP UK, BT UK digital	18.0		18.0	5
8	8	MullenLowe Group	Uber UK, Co-operative Bank UK, Bahlsen Global, Wagamama UK, Edgewell Global	14.8		14.8	9
9	9	VMLY&R	Carpentright UK, Office Depot Global, Viagra OTC UK, Diageo Baileys Global Digital	10.7	JD Williams	10.2	12
10	10	Hakuhodo Collective	Honda Europe	10.0		10.0	1
11	11	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
12	12	Serviceplan	Auchan France	10.6	BMW Motorsport Germany	8.6	1
13	13	R/GA	Eurosport Europe, British Land UK	6.4		6.4	5
14	16	FCB	Continental Italia Italy, IBSA Derma Italy, Corona Extra/AB InBev Corona Brand Italy, Rollagranola UK,	6.6	Grant's Global London	6.1	10
15-	14=	Antoni	Henkel Europe	5.0		5.0	1
15-	14=	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0	Bonprix Germany	5.0	3
17-	17	WPP(Team Energy)	BP Global	4.5		4.5	1
17-	23	Above+Beyond	Beagle Street, Eurostar, London & Partners, Paris Convention and visitors Bureau	4.5		4.5	4
18-	18=	Droga5	Barclaycard UK, Mini Electric Global Project UK	4.0		4.0	2
18-	18=	Thjnk	Škoda Global	4.0		4.0	2
						<b>328.2</b>	<b>602</b>

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	OMD	Henkel Russia, Lenta Russia, Alfa Bank Russia, McDonald's Netherlands, BEIERSDORF Spain	93.0	REWE International AG Austria	81.7	199
2	2	MediaCom	Coca-Cola UK & Ireland, Hilton Hotels & Resorts Global, Ring UK, Better Bathrooms UK	87.5	Seat (Møller Mobility) Norway	76.6	96
3	3	Havas Media	Savencia France, Reckitt Benckiser Spain, Correos de España Spain, Lactalis Global, Caisse des Depots	60.7	El Corte Ingles Spain	54.8	87
4	6	PHD	Delta Air Lines Europe, REWE Czech, StepStone Germany, Chauffeur Privé France, Stepstone	32.9	FairFX UK	24.3	182
5	7	Carat	SIG Government France, El Corte Ingles Spain, Societe Generale France, Assurance Maladie France,	51.6	REWE Czech	23.8	20
6	5	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	21.6	Delta Air Lines Global	21.6	3
7	4	Initiative	FairFX UK, Øresundsbron Denmark, Kneipp Germany, Shark Ninja Germany, Aida Crusies Germany	23.9	O2 Home Services France	20.2	33
8	30	dentsu X	Aida Crusies, AESIO, Estee Lauder	8.5	VF	6.5	3
9	18	Vizeum	Beiersdorf Italy, Estee Lauder Cos Europe, WWF UK	7.4	Sodastream Norway	5.6	8
10	9	Spark Foundry	Marriott Global, Lenovo Global	5.3	Rémy Cointreau Czech	4.9	2
11-	8	Wavemaker	Heathrow airport UK, Royal National Lifeboat Institution(RNLI) Global, Mondelez Europe, Purple Bricks UK	16.2	Beiersdorf Italy	3.8	7
11-	10	Arena Media	Carrefour Europe	4.0	MITSUBISHI (MMC AUTOMOVILES ESPAÑA)	3.8	1
13	11	M/SIX	Good Hemp Europe, Bridgestone Tires Europe, Westons Cider UK	3.0		3.0	3
14	12	MullenLowe MediaHub	The Co-operative Bank UK, Scope US, UK, Primark UK, The Art Fund UK	2.5		2.5	4
15	13	WPP(Team Energy)	BP Global	2.0		2.0	1
16	14=	Pilot Media	Ritter Sport Germany	1.3		1.3	1
17-	16=	BPN	Otto Germany	1.0		1.0	1
17-	16=	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	3
19	19	The7stars	Made.com Europe, Gousto UK, Entertainment Films UK	1.1	Habitat UK	0.7	3
20	21	Omnicom Media Group	Daimler Global, Tata Motors Passenger Vehicles UK	0.5		0.5	1
						299.9	728

### 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.