



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 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	14	Publicis	Mercedes-Benz Global	84.0		84.0	1
2	54	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
3	8=	Karmarama	BT UK digital, BetVictor UK,	6.0		6.0	2
4	15	McCann WorldGroup	Vichy Cosmetics Global, Opel Project Germany, Dorchester Collection Global	4.3		4.3	3
5-	5	MullenLowe Group	Rossmann Germany, Unilever Brand (PG Tips) UK	3.0		3.0	2
5-	-	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
7	4	Havas Worldwide	Societe Generale Global integrated, BforBank France, Terme Krka Austria Project	2.5		2.5	4
8	126	Grey Group	Bose Global	2.0		2.0	1
9-	7	Wunderman	Pizza Hut France, Bose Global Digital	1.4		1.4	2
9-	10	FCB	BMW Mini Spain, PittaRosso Italy, A2A Energia Italy	1.4		1.4	3
11-	19	Droga5	Mini Electric Global Project UK	1.0		1.0	1
11-	-	Romance	PokerStars.com Global Project France	1.0		1.0	1
11-	-	The Gate	Church & Dwight UK, Canal & River Trust UK	1.0		1.0	2
11-	2	J Walter Thompson	Car Client Europe	1.0		1.0	10
15-	11	DDB	Highways England UK	0.5		0.5	1
15-	27	Red Brick Road	Emoov UK	0.5		0.5	1
15-	29	We are social	Sanpellegrino Italy	0.5		0.5	1
15-	53	BMB	Pride in London UK	0.5		0.5	1
15-	60	WCRS	Anchor butter UK	0.5		0.5	1
15-	-	Gyro	Opus Energy UK	0.5		0.5	1
						34.3	49



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 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	Bose Global, Match.com UK, ABN AMRO Netherlands	8.2		7.7	18
2	4	Havas Media	Alain Afflelou France, Aldi Denmark, GiffGaff UK	5.8		5.8	10
3	3	Mindshare	Aleris Hamlet Denmark, Campari Denmark, Docma Denmark	3.0		3.0	12
4	2	OMD	Bosch Siemens UK, Syddansk Universitet Denmark, Weifa Finland	2.6		2.6	11
5	16	M/SIX	Bridgestone Tires Europe	2.5		2.5	1
6	8	PHD	Iliad Italy, Joom Spain	1.1		1.1	2
7	38	Wavemaker	Formula 1 Global	0.5		0.5	1
8-	38	Wavemaker	Formula 1 Global	0.5		0.5	1
8-	-	Brainlabs	Formula 1 Global Digital	0.5		0.5	1
10-	6	Dentsu Aegis Network		0.0		0.0	0
10-	7	Initiative		0.0		0.0	0
10-	9	Essence		0.0		0.0	0
10-	10	The7stars		0.0		0.0	0
10-	12	dentsu X		0.0		0.0	0
10-	13	GroupM		0.0		0.0	0
10-	14	Hearts & Science		0.0		0.0	0
10-	15	MullenLowe MediaHub		0.0		0.0	0
10-	17	VCCP		0.0		0.0	0
10-	18	Mediaplus		0.0		0.0	0
10-	19	MC&C		0.0		0.0	0
						18.5	57

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.