



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / June 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	P&O Ferries EMEA, Tourism Ireland UK, Swarovski Global	89.5		89.5	4
2	2	Havas Worldwide	E Leclerc France, 4F Austria, Starbucks Europe CRM, Dept of Education UK	44.8		44.8	62
3	3	J Walter Thompson	Sol - Heineken Global, ASUS Global, Nikon MEA Digital	32.9	Wagamama UK creative	25.3	37
4	4	MullenLowe Group	Bahlsen Global, Wagamama UK, Edgewell Global, Cabify Global, Rossmann Germany	13.9		13.9	7
5	5	Hakuhodo Collective	Honda Europe	10.0		10.0	1
6	6	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
7	7	Serviceplan	Auchan France	10.6	BMW Motorsport Germany	8.6	1
8	8	Grey Group	Bose Global, Campari Group UK, Bulldog Gin Global	8.1		8.1	3
9	9	DDB	Miele appliances Global, Highways England UK, National Lottery UK	10.6	Virgin Atlantic Europe	7.6	4
10	10	McCann WorldGroup	Godiva chocolates Global, Lufthansa City Center Germany, Rungis France	9.4	Miele appliances Global creative	6.9	14
11	11	Karmarama	BT UK digital, BetVictor UK,	6.0		6.0	2
14	14	VML	Diageo Baileys Global Digital	6.0		6.0	8
12	12	Antoni	Henkel Europe	5.0		5.0	1
13	13	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0	Bonprix Germany	5.0	3
15	15	WPP(Team Energy)	BP Global	4.5		4.5	1
16	16	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
17	17	Y&R	Office Depot Global, Viagra OTC UK	3.2	JD Williams UK	2.7	2
18	18	WCRS	Anchor butter UK, MoneySupermarket UK	2.5		2.5	2
19	19	Accenture	Radisson Hotels Global (Digital)	2.4		2.4	1
20	20	Elvis	Oreo Europe promotions	2.0		2.0	1
						<b>211.0</b>	<b>286</b>

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / June 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	Valeant Poland, Mitsubishi Spain, Zsar Shopping Centre Finland	36.5	Estee Lauder Cos Europe	34.3	105
2	2	MediaCom	adidas Global Buying, Total Jobs UK, IAC- Tinder UK, Pandora UAE	35.6	Revlon Global	25.4	41
3	3	PHD	L&C UK, Habitat UK, Heathrow UK, Warner Bros Netherlands, MOIA Germany	17.5	Purple Bricks UK	16.6	85
4	6=	Initiative	Revlon Global, DIA Spain, Payconiq Netherlands, Whirlpool Italy	11.1	Tchibo Switzerland	10.9	15
5	4	Carat	Microsoft Global, Douglas Germany, Gore-Tex Global	24.4	adidas Global Buying	10.3	3
6	5	Havas Media	La Maquinista Spain, Gulf International Bank Middle East, Alza Czech Rep	9.6	CGD Portugal	7.9	23
7	9	Spark Foundry	Marriott Global, Lenovo Global	5.3	Yota Russia	5.0	2
8	6=	M/SIX	Bridgestone Tires Europe, Westons Cider UK	2.7		2.7	2
9	8	WPP(Team Energy)	BP Global	2.0		2.0	1
10	10	Pilot Media	Ritter Sport Germany	1.3		1.3	1
11	13	Vizeum	Estee Lauder Cos Europe, WWF UK	2.5	Warner Bros Netherlands	1.1	3
12=	11=	BPN	Otto Germany	1.0		1.0	1
12=	11=	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	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
16=	16	The7stars	Entertainment Films UK	0.6	Habitat UK	0.3	1
16=	17=	SapientRazorfish	Marriott Global	0.3		0.3	1
16=	17=	MullenLowe MediaHub	The Art Fund UK	0.3		0.3	1
16=	-	Fantastic Media	Cafes Novell UK digital marketing	0.3		0.3	1
16=	-	Branded3	The Hospital Group UK search and media	0.3		0.3	1
						<b>107.8</b>	<b>324</b>

### 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.