



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	Swarovski Global, Mercedes-Benz Global, Ricola Global	85.5		85.5	2
2	3	Havas Worldwide	Kraft Heinz Europe, ADP France Project, langer France	18.8		18.8	26
3	2	J Walter Thompson	ASUS Global	13.0	Retail Client EMEA	12.4	12
4	-	Hakuhodo Collective	Honda Europe	10.0		10.0	1
5	4	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
6	8	McCann WorldGroup	Lufthansa City Center Germany, Clube Amigo Suvinil Europe, Rungis France	8.2		8.2	13
7	10	Grey Group	Bose Global, Campari Group UK, Bulldog Gin Global	8.1		8.1	3
8	5	Karmarama	BT UK digital, BetVictor UK,	6.0		6.0	2
9	6	Publicis Groupe	Campbell Soup Global	6.0		6.0	1
10	-	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0		6.0	3
11	-	DDB	Highways England UK, National Lottery UK	8.1	Virgin Atlantic Europe	5.1	3
12	7	MullenLowe Group	Rossmann Germany, Unilever Brand (PG Tips) UK, Deutsche Bahn Germany CRM	5.0		5.0	3
13	-	Antoni	Henkel Europe	5.0		5.0	1
14	12	Y&R	Office Depot Global, Viagra OTC UK	3.2		3.2	2
15	9	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
16	35	Leo Burnett	Betfair Europe	2.2		2.2	2
17	-	Elvis	Oreo Europe promotions	2.0		2.0	1
18	24	VCCP	Gett UK	1.5		1.5	2
19	-	Tribal Worldwide	Skoda(Digital) Global	1.5		1.5	1
20	11	Wunderman	Pizza Hut France, Bose Global Digital	1.4		1.4	2
						119.4	140

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	2	MediaCom	Sky Europe Buying, KGA Fragrances UK	29.0	Douglas Germany	27.0	21
2	1	OMD	Yopa UK, Hoću Knjigu d.o.o. Croatia, Marella (Max Mara group) Italy	13.4		13.4	50
3	3	Havas Media	Michelin France DMP, Groupe Avril France, Q8 Italy	9.0	Ritter Sport Germany	7.4	20
4	8	PHD	Minipreço Portugal, NMGK Russia, Henkel Denmark	6.7		6.7	48
5	4	Publicis Groupe	Campbell Soup Global	3.0		3.0	1
6	6	Mindshare	Cabify Spain, Yatas Turkey	3.5	Olympia-Verlag Germany	2.8	14
7	5	M/SIX	Bridgestone Tires Europe	2.5		2.5	1
8	14=	Initiative	DIA Spain, Payconiq Netherlands, Whirlpool Italy	2.3	Marella (Max Mara group) Italy	2.2	13
9	7	Spark Foundry	Marriott Global	2.3	Yota Russia	2.0	1
10	-	Carat	Douglas Germany, Gore-Tex Global	1.9	NSB Norway	1.8	2
11	9	Pilot Media	Ritter Sport Germany	1.3		1.3	1
12	30	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	3
13	11	The7stars	Entertainment Films UK	0.6		0.6	1
14=	12	Brainlabs	Formula 1 Global Digital	0.5		0.5	1
14=	-	Omnicom Media Group	Tata Motors Passenger Vehicles UK	0.5		0.5	1
16=	13	SapientRazorfish	Marriott Global	0.3		0.3	1
16=	10	Wavemaker	Formula 1 Global, Otto Group Germany	7.7	Q8 Italy	0.3	2
18	-	Goodstuff Communications	Pertemps UK	0.1		0.1	1
19	14=	Essence		0.0		0.0	0
20	14=	dentsu X		0.0		0.0	0
						66.4	185

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.