



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	Tourism Ireland UK, Swarovski Global, Mercedes-Benz Global	86.5		86.5	3
2	3	Havas Worldwide	Starbucks Europe CRM, Dept of Education UK, Royal Mail UK	36.2		36.2	44
3	2	J Walter Thompson	ASUS Global, Nikon MEA Digital	32.3	Wagamama UK creative	24.7	36
4	8	MullenLowe Group	Wagamama UK, Edgewell Global, Cabify Global, Rossmann Germany	12.4		12.4	6
5	4	Hakuhodo Collective	Honda Europe	10.0		10.0	1
6	5	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
7	-	Serviceplan	Auchan France	10.6	BMW Motorsport Germany	8.6	1
8	7	Grey Group	Bose Global, Campari Group UK, Bulldog Gin Global	8.1		8.1	3
9	11	DDB	Miele appliances Global, Highways England UK, National Lottery UK	10.6	Virgin Atlantic Europe	7.6	4
10	6	McCann WorldGroup	Godiva chocolates Global, Lufthansa City Center Germany, Rungis France	9.4	Miele appliances Global creative	6.9	14
11	9=	Karmarama	BT UK digital, BetVictor UK,	6.0		6.0	2
12	12=	Antoni	Henkel Europe	5.0		5.0	1
13	12=	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0	Bonprix Germany	5.0	3
14	24	VML	Diageo Baileys Global Digital	4.6		4.6	6
15	14	WPP(Team Energy)	BP Global	4.5		4.5	1
16	15	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
17	16	Y&R	Office Depot Global, Viagra OTC UK	3.2	JD Williams UK	2.7	2
18	42	WCRS	Anchor butter UK, MoneySupermarket UK	2.5		2.5	2
19	17	Accenture	Radisson Hotels Global (Digital)	2.4		2.4	1
20	18=	Elvis	Oreo Europe promotions	2.0		2.0	1
						190.2	257

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	OMD	Lidl UK Planning, FCA Framework UK, Tourism Ireland Global	33.1	Estee Lauder Cos Europe	30.9	83
2	1	MediaCom	Total Jobs UK, IAC- Tinder UK, Pandora UAE	31.1	Douglas Germany	29.1	39
3	3	PHD	Heathrow UK, Warner Bros Netherlands, MOIA Germany	17.2	Purple Bricks UK	16.4	83
4	4	Carat	Microsoft Global, Douglas Germany, Gore-Tex Global	24.4	Tourism Ireland Global	13.3	3
5	5	Havas Media	La Maquinista Spain, Gulf International Bank Middle East, Alza Czech Rep	9.6	CGD Portugal	7.9	23
6=	8	Initiative	DIA Spain, Payconiq Netherlands, Whirlpool Italy	2.9	Keytrade Belgium	2.7	14
6=	7	M/SIX	Bridgestone Tires Europe, Westons Cider UK	2.7		2.7	2
8	9	WPP(Team Energy)	BP Global	2.0		2.0	1
9	10	Spark Foundry	Marriott Global	2.3	Yota Russia	2.0	1
10	11	Pilot Media	Ritter Sport Germany	1.3		1.3	1
11=	50	BPN	Otto Germany	1.0		1.0	1
11=	12	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	3
13	156	Vizeum	Estee Lauder Cos Europe	2.3	Warner Bros Netherlands	0.9	2
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	13	The7stars	Entertainment Films UK	0.6	The Art Fund UK	0.4	1
17=	17	SapientRazorfish	Marriott Global	0.3		0.3	1
17=	23	MullenLowe MediaHub	The Art Fund UK	0.3		0.3	1
19=	18	Goodstuff Communications	Pertemps UK	0.1		0.1	1
19=	26	MC&C	CEVA UK	0.1		0.1	1
						99.9	288

### 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.