



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 2017

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	BBDO	Mercedes Benz Service Germany, Lotteries Austria, Bsnco de Santander - HHRR Spain	51.4	Dept Transport Think! UK	51.1	201
2	2	J Walter Thompson	Le Monde France, Qatar Financial Centre Global, Microsoft Netherlands	37.9	Debenhams UK	33.4	148
3	3	Havas Worldwide	Rekorderlig cider Global, Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK	21.3	Chivas Regal Global	19.2	39
4	11	MullenLowe Group	Kia Motors EMEA, Eurosport Europe, National Trust UK, Club Med France CRM	19.1		19.1	6
5	4	R/GA	Johnnie Walker(Digital) Global, Siemens UK Project, Hyundai N series(Digital) UK	16.5		16.5	4
6	5	Wunderman	BT UK Digital, Samsung CRM Europe, BT(Includes EE) UK Direct marketing	14.0		14.0	4
7	6	Isobar	FMCG Client	13.4		13.4	43
8-	7	Karmarama	First Direct UK, Uniqlo Europe, Keko UK, Philadelphia Cheese Europe	16.4	Secret Escapes UK	13.0	7
8-	8	Ogilvy	The Department for International Development UK, Mondelez Cadbury UK, British Airways UK	23.0	BT UK Direct marketing	13.0	9
10	9	FCB	Huawei UK Project, Holland & Barrett UK, Nestlé Grego Germany	12.4	Lastminute.com UK	11.6	16
11	10	DDB	Radox Global, HM Revenue & Customs UK, Center Parcs Europe, MillerCoors UK	16.9	Electrolux Global	10.1	10
12	12	Rosbeef	Decathlon France	8.5		8.5	1
13	13	Publicis	Lastminute.com U, Diesel Global, Saint Gobain France, Maisons du Monde France	7.7		7.7	6
14	-	McCann WorldGroup	Opel Germany, Chivas Regal Global, Coca Cola's Nestea Premium Brewed Spain	13.1		7.2	14
15	14	RosaPark	Cdiscount France, Engie Group France	6.2		6.2	3
16	15	Leo Burnett	McDonald's UK, McDelivery Global	7.0	Coty (Max Factor) Global	5.5	2
17	16	Saatchi & Saatchi	Asics Global, Britvic drinks UK, HSBC Global Project UK	7.5	Mondelez Cadbury UK	5.0	3
18	17=	Droga5	Asahi beer US & UK, Peroni Nastro Azzurro UK, Glenmorangie UK, Bowers & Wilkins UK	7.9	Radox Global	4.9	6
19	17=	VCCP	Domino's Pizza (Digital) UK, Mondelez Cadbury(digital) UK, Britvic drinks UK, eBay Europe	6.0	Easyjet Germany	4.5	5
20	19=	Sinner Schrader	Volkswagen Global digital	4.0		4.0	1
						<b>327.2</b>	<b>704</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 2017

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	Vauxhall-Opel Europe, Tele2 Sweden, Deutsche Telekom AG Austria	104.9	Deliveroo UK	87.8	123
2	3	OMD	Henkel Germany, Toom Germany, Hayat Kimya Russia	66.0	Carlsberg Global	48.9	174
3	2	Mindshare	Unilever(Communications Planning) Global Deutsche Telekom Germany, Greenpeace Germany	51.2	Universal Pictures Germany	48.3	48
4	7	Havas Media	EDF France & UK, Atout France, Mylan Global	23.2	Biocodex Russia	19.6	52
5	4	Vizeum	AB InBev Europe, Bunnpris Norway, Utkonos Russia, Rostelecom Russia, Schibsted Spain	19.9	Saks Russia	19.1	31
6	6	Initiative	Lego Global, Carlsberg Global, Unibet UK, Value Retail Group Europe	18.7	Velux Germany	17.4	5
7	5	PHD	Bundespresseamt(Planning) Germany, Joyn Belgium, Napoelon Games Belgium	26.5	Unilever(Communications Planning) Global	10.9	98
8	8	Essence	BT, EE UK	11.2	HP Global Digital	10.2	2
9	10	The7stars	Capital One UK, Deliveroo UK, Ladbrokes Coral UK, FF Group UK	4.1		4.1	4
10	9	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	Coca-Cola Hungary	3.6	4
11	11	Dentsu Aegis Network	Heineken brands TBC Global	2.5	Rostelecom Russia	2.3	1
12=	12=	dentsu X	Progress Russia	2.2	Bayer AG Ukraine	1.8	7
12=	12=	GroupM	British Airways Global	2.1	Eckes-Granini Finland	1.8	1
14	19=	Hearts & Science	Retail Client UK	1.6		1.6	3
15	15	MullenLowe MediaHub	Eurosport Europe	1.5		1.5	1
16=	16=	M/SIX	Virgin Money UK, Argos UK	5.3	Sainsbury's UK	1.3	3
16=	16=	VCCP	eBay Europe	1.3		1.3	2
18	18	Mediaplus	Bahlsen Germany	0.8	Katjes Fassin GmbH Austria	0.7	1
19=	19=	iProspect	AccorHotels Global	0.6		0.6	1
19=	14	Universal McCann	Spotify UK, Accenture Global, Coach Global, Remy Cointreau UK	2.8	Mylan Global	0.6	5
						<b>173.5</b>	<b>624</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.