



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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	Cathay Pacific Global, P&O Ferries EMEA, Tourism Ireland UK	90.5		90.5	5
2	2	Havas Worldwide	E. LECLERC France AOR, Euronext France Project, Hain Daniel brands UK, Altria France AOR	56.3	Rolls-Royce UK	49.8	79
3	3	McCann WorldGroup	Opel Europe, Magnet Kitchens UK, Columbia Sportswears Global, L'Oreal Europe	54.2	Cathay Pacific Europe	48.2	25
4	4	Leo Burnett	Butlin's UK, Samsung Electronics visual display Global, Betfair Europe	32.5	Comboios de Portugal	31.1	4
5	5	J Walter Thompson	Allergen EUROPE, Glo EUROPE, Vocco EUROPE, Saudi Telecom Company (STC) Middle East Digital	41.7		28.1	57
6	12	Karmarama	Lidl UK, Nando's UK, Babylon GP UK, BT UK digital	18.0		18.0	5
7	6	Isobar	Diageo poland project, Polpharma poland project	17.1		17.1	132
8	7	MullenLowe Group	Uber UK, Co-operative Bank UK, Bahlsen Global, Wagamama UK, Edgewell Global	14.8		14.8	9
9	8	VMLY&R	Carpentright UK, Office Depot Global, Viagra OTC UK, Diageo Baileys Global Digital	10.7		10.2	12
10	9	Hakuhodo Collective	Honda Europe	10.0		10.0	1
11	10	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
12	11	Serviceplan	Auchan France	10.6	BMW Motorsport Germany	8.6	1
13	19	R/GA	Eurosport Europe, British Land UK	6.4		6.4	5
14-	13	Antoni	Henkel Europe	5.0		5.0	1
14-	14	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0	Bonprix Germany	5.0	3
16	16	FCB	Corona Extra/AB InBev Corona Brand Italy, Rollagranola UK, Kimberly Clark Global, BMW Mini	5.1	Grant's Global London	4.6	8
17	15	WPP(Team Energy)	BP Global	4.5		4.5	1
18-	17	Droga5	Barclaycard UK, Mini Electric Global Project UK	4.0		4.0	2
18-	18	Thjnk	Škoda Global	4.0		4.0	2
20	20	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
						301.8	554

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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	McDonald's Netherlands, BEIERSDORF Spain, LS&Co. France, McDonald's UK	85.3	REWE International AG Austria	79.0	180
2	2	MediaCom	Coca-Cola UK & Ireland, Hilton Hotels & Resorts Global, Ring UK, Better Bathrooms UK	87.5	British Cycling UK	76.8	96
3	3	Havas Media	Lactalis Global, Caisse des Depots France, Enedis France, Puma Global	48.5	El Corte Ingles Spain	42.6	78
4	5	Initiative	Øresundsbron Denmark, Kneipp Germany, Shark Ninja Germany, Aida Crusies Germany	25.4	O2 Home Services France	24.0	33
5	4	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	21.6		21.6	3
6	7	PHD	Chauffeur Privé France, Stepstone Germany, Frizbiz France, Daimler Belgium	29.7	GlaxoSmithKline Global	21.4	168
7	6	Carat	El Corte Ingles Spain, Societe Generale France, Assurance Maladie France, Mondelez Europe	46.5	DECATHLON Spain	19.3	15
8	8	Wavemaker	Royal National Lifeboat Institution(RNLI) Global, Mondelez Europe, Purple Bricks UK	15.7	BEIERSDORF Greece	5.5	6
9	9	Spark Foundry	Marriott Global, Lenovo Global	5.3	Yota Russia	5.0	2
10	10	Arena Media	Carrefour Europe	4.0		3.8	1
11	11	M/SIX	Good Hemp Europe, Bridgestone Tires Europe, Westons Cider UK	3.0		3.0	3
12	12	MullenLowe MediaHub	The Co-operative Bank UK, Scope US, UK, Primark UK, The Art Fund UK	2.5		2.5	4
13	13	WPP(Team Energy)	BP Global	2.0		2.0	1
14=	14=	Pilot Media	Ritter Sport Germany	1.3		1.3	1
14=	14=	VCCP	Investec UK, World Vision Global	1.8		1.3	2
16=	16=	BPN	Otto Germany	1.0		1.0	1
16=	16=	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	3
18	18	Vizeum	Estee Lauder Cos Europe, WWF UK	2.5	Warner Bros Netherlands	0.8	3
19	19	The7stars	Made.com Europe, Gousto UK, Entertainment Films UK	1.1	Habitat UK	0.7	3
20	28	Hearts & Science	GoCompare, Betsson	0.8		0.6	2
						276.7	669

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.