



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	17=	BBDO	Mercedes Benz Service Germany, Lotteries Austria, Bsnco de Santander - HHRR Spain	51.4	Dept Transport Think! UK	51.1	201
2	1	J Walter Thompson	Le Monde France, Qatar Financial Centre Global, Microsoft Netherlands	35.9	Debenhams UK	31.4	143
3	15=	Havas Worldwide	Rekorderlig cider Global, Carling lager UK, Air Wick, Clearasil Global, RB (Finish) UK	20.4	TGV Lyria Europe	19.9	36
4	2	R/GA	Johnnie Walker(Digital) Global, Siemens UK Project, Hyundai N series(Digital) UK	16.5		16.5	4
5	3	Wunderman	BT UK Digital, Samsung CRM Europe, BT(Includes EE) UK Direct marketing	14.0		14.0	4
6	4	Isobar	FMCG Client	13.4		13.4	43
7	5=	Karmarama	First Direct UK, Uniqlo Europe, Keko UK, Philadelphia Cheese Europe	16.4	Secret Escapes UK	13.0	7
8	5=	Ogilvy	The Department for International Development UK, Mondelez Cadbury UK, British Airways UK	23.0	BT UK Direct marketing	13.0	9
9	7	FCB	Huawei UK Project, Holland & Barrett UK, Nestlé Grego Germany	12.4		12.4	16
10	10	DDB	Radox Global, HM Revenue & Customs UK, Center Parcs Europe, MillerCoors UK	16.9	Electrolux Global	10.1	10
11	8	MullenLowe Group	Eurosport Europe, National Trust UK, Club Med France CRM, AkzoNobel dec paints Global	9.1		9.1	5
12	9	Rosbeef	Decathlon France	8.5		8.5	1
13	11	Publicis	Diesel Global, Saint Gobain France, Maisons du Monde France, FNAC Darty Europe	6.9		6.9	5
14	13	RosaPark	Cdiscount France, Engie Group France	6.2		6.2	3
15	14	Leo Burnett	McDonald's UK, McDelivery Global	7.0	Coty (Max Factor) Global	5.5	2
16	15=	Saatchi & Saatchi	Asics Global, Britvic drinks UK, HSBC Global Project UK	7.5	Mondelez Cadbury UK	5.0	3
17=	12	Droga5	Peroni Nastro Azzurro UK, Glenmorangie UK, Bowers & Wilkins UK	7.5	Radox Global	4.5	5
17=	21	VCCP	Domino's Pizza (Digital) UK, Mondelez Cadbury(digital) UK, Britvic drinks UK, eBay Europe	6.0	Easyjet Germany	4.5	5
19=	17=	Sinner Schrader	Volkswagen Global digital	4.0		4.0	1
19=	17=	Serviceplan	BMW Germany	10.0	Saturn electronics Germany	4.0	1
						300.8	674



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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, Tata Group UK(North), Prudential Plc UK(North)	94.2	Deutsche Telekom Germany	77.7	96
2	2	Mindshare	Deutsche Telekom Germany, Greenpeace Germany, Royal Unibrew Denmark	38.7	Universal Pictures Germany	35.9	42
3	3	OMD	Disney UK, BSH UK, Btty.de Germany	43.2	Carlsberg Global	26.0	146
4	4	Vizeum	AB InBev Europe, Bunnpris Norway, Utkonos Russia, Rostelecom Russia, Schibsted Spain	19.9	Saks Russia	19.1	31
5	7	PHD	German Fed Gov Germany(Planning), Volkswagen Germany (Digital), DWTC UAE	23.4	Sainsbury's UK	18.6	92
6	9	Initiative	Carlsberg Global, Unibet UK, Value Retail Group Europe	15.2	Inventor Greece	14.4	4
7	6	Havas Media	Lega Serie B (LNBP) Italy, Bristol-Myers Squibb Global, Euromaster France	16.3	Polski Bank Komorek Poland	12.8	42
8	30	Essence	BT, EE UK	11.2	HP Global Digital	10.2	2
9	8	Starcom	P&G UK, Vileda Germany, Merck Consumer Healthcare Global	15.9	Ocado UK	5.0	4
10	10	The7stars	Ladbrokes Coral UK, FF Group UK	2.8		2.8	2
11	11	Dentsu Aegis	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=	13	GroupM	British Airways Global	2.1	Eckes-Granini Finland	1.8	1
14	14	Universal McCann	Spotify UK, Accenture Global, Coach Global, Remy Cointreau UK	2.8	Promsvayzbank Russia	1.6	5
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	-	Mediplus	Bahlsen Germany	0.8	Katjes Fassin GmbH Austria	0.7	1
19=	18=	Hearts & Science	Retail Client UK	0.6		0.6	2
19=	18=	iProspect	AccorHotels Global	0.6		0.6	1
						166.6	542

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.