

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	5	McCann WorldGroup	Opel Europe, Magnet Kitchens UK, Columbia Sportswears Global, L'Oreal Europe	54.2	Cathay Pacific Europe	48.2	25
4	3	Leo Burnett	Samsung Electronics visual display Global, Betfair Europe	32.2	Comboios de Portugal	30.8	3
5	4	J Walter Thompson	Allergen EUROPE, Glo EUROPE, Vocco EUROPE, Saudi Telecom Company (STC) Middle East Digital	41.3		27.7	54
6	6	MullenLowe Group	Co-operative Bank UK, Bahlsen Global, Wagamama UK, Edgewell Global	14.4		14.4	8
7	10=	VMLY&R	Carpetright UK, Office Depot Global, Viagra OTC UK, Diageo Baileys Global Digital	10.7		10.2	12
8	7	Hakuhodo Collective	Honda Europe	10.0		10.0	1
9	8	Publicis.Sapient	Carrefour Global Digital	9.0		9.0	1
10	9	Serviceplan	Auchan France	10.6	BMW Motorsport Germany	8.6	1
11	10=	Karmarama	BT UK digital, BetVictor UK,	6.0		6.0	2
12	14=	Antoni	Henkel Europe	5.0		5.0	1
13	14=	Jung von Matt	Douglas Germany, Huawei mobile Germany	6.0	Bonprix Germany	5.0	3
14	16	WPP(Team Energy)	BP Global	4.5		4.5	1
15	19	FCB	Rollgranola UK, Kimberly Clark Global, BMW Mini Spain, PittaRosso Italy	4.6	Grant's Global London	4.1	7
16	18	Droga5	Barclaycard UK, Mini Electric Global Project UK	4.0		4.0	2
17	22	R/GA	British Land UK	3.4		3.4	4
18	20	Altmann + Pacreau	Citroen After-Sales Europe	3.0		3.0	1
19	21	WCRS	Anchor butter UK, MoneySupermarket UK	3.0		3.0	3
20	23	TBWA		5.2	Oroton	2.7	9
						262.1	391



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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	Hilton Hotels & Resorts Global, Ring UK, Better Bathrooms UK, Mars Global	78.7	Leekes UK	68.0	93
2	2	OMD	Department for Work and Pensions UK, Jumeirah UAE, Activision UK, Semper Sweden	49.1	Intel Global	41.8	150
3	4	Havas Media	Carrefour Europe, BNPP France, Giffgaff UK, O2 & NEFLIX UK Project	38.8	El Corte Ingles Spain	33.0	53
4	16	Publicis Media	GlaxoSmithKline Global, Cathay Pacific Global	21.6		21.6	3
5	17=	Omnicom Media Group	Daimler Global, Tata Motors Passenger Vehicles UK	20.5		20.5	2
6	7	Carat	El Corte Ingles Spain, Societe Generale France, Assurance Maladie France, Mondelez Europe	46.5	LV= UK	18.3	15
7	5	Initiative	AIDA Cruises Germany, LV= UK, Revlon Global, DIA Spain	19.3	Pandora Italy	18.1	20
8	3	PHD	VF Corporation Poland, HSBC France, Wolford France, Joom Spain	24.5	GlaxoSmithKline Global	16.2	147
9	6	Wavemaker	Royal National Lifeboat Institution(RNLI) Global, Mondelez Europe, Purple Bricks UK	15.7	United Airlines Global	5.8	6
10	8	Spark Foundry	Marriott Global, Lenovo Global	5.3	Yota Russia	5.0	2
11	33	Arena Media	Carrefour Europe	4.0		3.8	1
12	9	M/SIX	Good Hemp Europe, Bridgestone Tires Europe, Westons Cider UK	3.0		3.0	3
13	10	MullenLowe MediaHub	Scope US, UK, Primark UK, The Art Fund UK	2.3		2.3	3
14	11	WPP(Team Energy)	BP Global	2.0		2.0	1
15	12	Pilot Media	Ritter Sport Germany	1.3		1.3	1
16=	14=	BPN	Otto Germany	1.0		1.0	1
16=	34	VCCP	World Vision Global	1.5		1.0	1
16=	14=	Bountiful Cow	The Body Shop UK, Propercorn UK, Wiggle UK	1.0		1.0	3
19	13	Vizeum	Estee Lauder Cos Europe, WWF UK	2.5	Warner Bros Netherlands	0.8	3
20	17=	The7stars	Made.com Europe, Gousto UK, Entertainment Films UK	1.1	Habitat UK	0.7	3
						228.4	561

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.