

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 2015

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	Kolle Rebbe	O2 Germany, Krombacher Beer Germany, Netflix Germany	33.4		33.4	3
2	2	BETC	Bouygues Telecom France, Ubisoft EMEA, Ephora Europe	29.3	Diet Coke UK	27.3	3
3	4	Havas Worldwide	Adidas(CRM) Europe, Lidl France, Carl F Bucherer US	25.0	Nurofen Europe	21.2	9
4	3	Grey Group	Generali Investments Europe, Sixt UK, Mutti Pomodoro France	22.3	Allianz UK	19.3	11
5	12	Jung von Matt	Mini Europe, Kayak.com Europe, Elbphilharmonie Germany	17.0		17.0	6
6-	5=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
6-	5=	TLGG	MediaMarkt Germany	14.5		14.5	1
8	7	BBH	Tesco UK, Heinz Sauces Europe	24.4	Gordon's Gin UK	12.8	3
9	9	Rosapark	SFR Numericable France	10.5		10.5	2
10	8	J Walter Thompson	Treasury Wine Estates Europe, La Redoute UK, Emirates UK,	13.2	Harvester Inns UK	10.2	8
11	10	DDB	Lloyds Bank UK, Pears skincare Europe, Audi France	40.2	Flora (margarine) UK	9.5	12
12	11	Buzzman	Brandt Appliances France, Huawei France, Ikea France	8.0		8.0	4
13	13	Saatchi & Saatchi	HomeAway.com Europe, Acer Europe, Bathstore.com UK, The Big Issue UK	13.7	Laurent-Perrier France	7.2	5
14	14	R/GA	McDonalds UK, Simple Europe, Dyson UK	8.5	Volvo Cars Europe	6.9	4
15	15	Thjnk	REWE Germany	10.0	Veltins Beer Germany	6.5	1
16	16	Isobar	Carglass France, Chambord(digital) UK, Post-It France	6.3		6.3	3
17	18=	McCann WorldGroup	Aldi Nord Germany, Harveys Furniture UK, Admiral Insurance UK	11.1	Health Lottery UK	6.0	5
18	17	Iris	Wickes UK, PZ Cussons Eurpoe, Purdeys UK	5.7		5.7	4
19-	18		101 Vauxhall UK, Odeon UK	5.5		5.5	2
19-	26	The Red Brick Road	Vichy, La Roche Posay, EasyProperty, Glorious! Soups	5.5		5.5	5
						247.8	92

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 2015

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	8	Mindshare	Unilever Europe, General Mills Europe, Booking.com France	134.3	Bifi Europe	129.1	5
2	1	Universal McCann	Johnson and Johnson Europe, General Mills Spain, Lenovo Russia	61.0	BASF Europe	53.6	92
3	4	Havas Media	JDE Europe, Lactalis Europe&CIS, Stapples Europe	39.5	David Lloyd Leisure UK	30.8	67
4	2	Starcom MediaVest	Citigroup Europe, Mondelez EEMEA, Telenor ASA Norway	35.8	Honda Europe	27.9	13
5	5	OMD	GSK UK, Mars Italy, PSA - Peugeot UK	39.3	Lidl UK	23.7	125
6	3	PHD	Hyatt UK, Alpro Italy, Dominos Pizza Belgium	34.6	Unilever East Europe	8.5	79
7	6	Carat	Lefdal Norway, Västtrafik Sweden, Lionsgate UK	10.6	Mr Green Italy	7.1	21
8	7	Vizeum	VF Corporation Europe, Weetabix UK, Warner Music France	7.8	The Trainline.com UK	6.6	14
9	-	Dentsu Media	Honda Europe	3.8		3.8	1
10	9	Blue 449	Carphone Warehouse UK, David Lloyd Leisure UK, Marionnaud France	4.2	Halfords UK	1.9	4
11	10	The7Stars	Dogs Trust UK, Prostate Cancer UK, Iceland UK, Victoria Plumb UK	3.2	Uniqlo UK	1.7	6
12	11	Goodstuff	Hiscox UK, Glorious! Soups UK	0.9		0.9	3
13	12	BPN	Dagrofa Denmark, Unipharm Poland	0.8		0.8	2
14	13=	iProspect	Eurostar UK	0.5		0.5	1
15	15	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
16=	16=	Mediplus	Hornbach Europe	1.0	Check24 Germany	0.1	1
16=	16=	My Media	Brico Depot France	0.1		0.1	1
18	18	Mediacom	American Airlines, Betfair Europe, Webuyanycar.com UK	19.1	Bayer Germany	-3.4	80
19	19	ZenithOptimedia	Harvey Nichols UK, Coty Europe, Uniqlo UK	9.5	Lactalis Europe	-7.6	5
20	20	Maxus	Motorola LATAM, Daily Mail LATAM	1.3	SC Johnson Europe	-8.2	2
						<b>278.1</b>	<b>523</b>

### METHODOLOGY

The R3 New Business League has been compiled each of the last 159 months using data supplied by 26 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 for clients across the region.

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