

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 2016

| 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 | TBWA | PMU France, Vicks Europe, Pampers Germany, Unitymedia Germany | 42.9 | Smyths Toys UK | 39.4 | 7 |
| 2 | 2 | CHI & Partners | Toyota Europe, McVitie's and Godiva UK | 35.4 | Drench/R White's UK | 34.9 | 2 |
| 3 | 3 | Grey Group | Weber Grills Europe, C&A Europe, Marks & Spencer UK | 23.6 | P&G Dishwashing Brands Europe | 20.6 | 8 |
| 4 | 4 | BBDO | Kiabi France, Merisant Global, Lidl Germany, Douglas Germany | 35.0 | Sainsbury's UK | 20.0 | 9 |
| 5 | 5 | DDB | Seat Europe, Sky Mobile UK, Free Mobile France, Strongbow UK | 23.3 | Clorox Global | 18.4 | 6 |
| 6 | 6 | Serviceplan | BMW | 12.0 | Finance Client | 11.3 | 1 |
| 7 | 9 | McCann WorldGroup | Kew Foundation UK, Cigna Global, Pandora Jewellery Global | 12.0 | Homann Germany | 10.2 | 9 |
| 8 | 7 | Romance | Intermarche France | 10.0 | | 10.0 | 1 |
| 9 | 8 | Droga5 | Rustlers UK, Seat Europe Project | 10.8 | Motorola Global | 9.8 | 3 |
| 10 | 10 | Scholz & Friends | RWE Germany, Danone yogurts DACH | 9.2 | | 9.2 | 2 |
| 11 | 11 | Wieden & Kennedy | Jupiler Netherlands | 8.9 | | 8.9 | 2 |
| 12 | 14= | FCB | APAP Poland, The Big Issue UK, The Government Communication Service UK Project | 7.2 | | 7.2 | 12 |
| 13 | 12 | Fred & Farid | Club Med Global, Rémy Martin Global | 7.0 | 1664 Kronenbourg France | 6.6 | 2 |
| 14 | 13 | BBH | Absolut Vodka UK, Prostate Cancer UK, CreditExpert UK, Ray-Ban Europe | 6.9 | Barnardo's UK | 6.3 | 6 |
| 14- | 14= | Fallon | Skoda Digital UK, Expedia Europe | 6.2 | Alzheimer's Society UK | 6.0 | 2 |
| 14- | 14= | Leo Burnett | Nestle Special T France, Brita Filters Europe, Fiat Mobi Europe, Sberbank Russia, Mini France Project, Pagegroup Project, Monster.com Europe, Albelli Europe | 6.5 | Freeview UK | 6.0 | 6 |
| 17- | 18 | McGarryBowen | Western Union UK, Huawei UK Project, Martell France | 5.5 | | 5.5 | 8 |
| 17- | 17 | Isobar | Women's Equality Party UK | 6.2 | Kellogg's UK | 5.5 | 12 |
| 19 | 21 | Cheil | | 5.2 | | 5.2 | 9 |
| 20 | 19 | Mother | Vauxhall UK, NotOnTheHighStreet.com UK, LateRooms.com UK | 5.9 | Tanqueray UK | 5.1 | 3 |
| | | | | | | 246.0 | 110 |

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 2016

| 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 | PHD | Rabobank Groep Netherlands, Enterprise Germany, Carnival Corporation UK | 38.4 | Leroy Merlen Russia | 37.5 | 81 |
| 2 | 2 | Havas Media | Deka Bank Germany, TUI France, Comunidad de Madrid Spain | 33.3 | Calidad Pascual Spain | 27.8 | 82 |
| 3 | 3 | Initiative | T-Mobile Netherlands, Reckitt Benckiser Germany, Miratorg Russia | 29.1 | Perfetti Van Melle Belgium | 21.5 | 109 |
| 4 | 4 | Mindshare | 21st Century Fox, Deutsche Bahn Germany, Specsavers Norway | 23.0 | Vita Coco EMEA | 21.4 | 135 |
| 5 | 7 | OMD | Campofrio Food Group Spain, Momondo Sweden, Bimbo & Panrico Bakery Spain | 32.2 | Weight Watchers UK | 18.6 | 136 |
| 6 | 5 | M/SIX | Toyota Europe | 17.2 | | 17.2 | 1 |
| 7 | 6 | Carat | Diageo UK, E.on Europe, AA UK | 37.5 | British Gas UK | 16.5 | 10 |
| 8 | 8 | Maxus | BT Europe, Weber BBQ UK, Perfetti Van Melle UK, JBC Belgium, Roche Bobois(Digital) UK | 13.6 | Seiko UK | 13.4 | 13 |
| 9 | 10 | Mediacom | Eckes Grannini Holding Germany, Bolton Group Italy, Tele2 Russia | 46.6 | Svenson Spain | 11.1 | 116 |
| 10 | 11 | Blue 449 | Intu shopping centres UK, Wal-Mart - Asda UK, Weight Watchers UK | 6.2 | Mission Foods | 5.7 | 3 |
| 11 | 12 | Agence 79 | Club Med France | 5.0 | | 5.0 | 1 |
| 12 | 13 | Vizeum | E.on UK, TSB UK, Total S.A. Global, Carrefour Spain, Ikea UK | 7.7 | 21st Century Fox UK | 3.8 | 6 |
| 13- | 14= | The7stars | Nintendo UK, Bauer Media UK, Urban Fresh Foods UK | 1.8 | | 1.8 | 4 |
| 13- | 9 | MEC | BMW UK, FrieslandCampina, Nationwide Building Society UK | 8.9 | Visa Europe | 1.8 | 6 |
| 13- | 14= | Goodstuff | uSwitch.com, Spotify UK, RateSetter UK, ITV UK | 1.8 | | 1.8 | 4 |
| 13- | 14= | MediaHub | Western Union Global | 1.8 | | 1.8 | 1 |
| 17 | 17 | Dentsu Media | Calzedonia Russia | 1.5 | | 1.5 | 2 |
| 18 | 92 | Starcom | Visa Europe | 5.0 | Mars Italy | 1.3 | 1 |
| 19 | 18 | The Village Communications | Boghossian UK | 1.1 | | 1.1 | 1 |
| 20 | 19 | Essence | FrieslandCampina(Digital) | 1.0 | | 1.0 | 1 |
| | | | | | | 211.6 | 713 |

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.