

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	3	Grey Group	Generali Investments Europe, Sixt UK, Mutti Pomodoro France	22.3	Allianz UK	20.3	11
4	4	Havas Worldwide	Westfield Centres(CRM) Europe, Lidl France, Co-operative Bank(CRM) UK	24.0	Nurofen Europe	20.2	7
5=	5=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
5=	5=	TLGG	MediaMarkt Germany	14.5		14.5	1
7	7	BBH	Tesco UK, Heinz Sauces Europe	24.4	Gordon's Gin UK	12.8	3
8	8	J Walter Thompson	Treasury Wine Estates Europe, La Redoute UK, Emirates UK,	13.2	Royal Caribbean UK	12.2	8
9	10	Rosapark	SFR Numericable France	10.5		10.5	2
10	9	DDB	Lloyds Bank UK, Pears skincare Europe, Audi France	40.2	Flora (margarine) UK	9.5	12
11	12=	Buzzman	Brandt Appliances France, Huawei France, Ikea France	8.0		8.0	4
12	12=	Jung von Matt	BMW (Digital) Germany, Kayak.com Europe, Ehrmann Yogurt Germany HomeAway.com Europe, Acer	8.0		8.0	4
13	11	Saatchi & Saatchi	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	Iris	Wickes UK, PZ Cussons Eurpoe, Purdeys UK	5.7		5.7	4
18	17	101	Vauxhall UK, Odeon UK	5.5		5.5	2
19=	20	72andSunny	Axe / Lynx Europe	5.0		5.0	1
19=	19=	Serviceplan	Penny Germany	5.0		5.0	1
						239.3	80

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	9	Universal McCann	Johnson and Johnson Europe, General Mills Spain, Lenovo Russia	61.0	BASF Europe	53.6	92
2	1	Starcom MediaVest	Citigroup Europe, Mondelez EEMEA, Telenor ASA Norway	35.8	P&G Israel	31.8	13
3	2	PHD	Virgin Atlantic UK, PokerStars Brands, Magners UK, Zuto UK	32.4	Comedy Central UK	31.3	67
4	3	Havas Media	Virgin Atlantic UK, Rivella Switzerland, STIF France Project	32.4	David Lloyd Leisure UK	23.7	58
5	6	OMD	MCM Klosterfrau Germany, ENI Italy, Beiersdorf Poland and Baltics	25.3	Lidl UK	9.7	77
6	4	Carat	Lefdal Norway, Västtrafik Sweden, Lionsgate UK	10.6	Mr Green Italy	7.1	21
7	5	Vizeum	VF Corporation Europe, Weetabix UK, Warner Music France	7.8	The Trainline.com UK	6.6	14
8	7	Mindshare	General Mills Europe, Booking.com France, Legal & General UK	9.3	Bifi Europe	4.1	3
9	10	Blue 449	Carphone warehouse UK, David Lloyd Leisure UK, Marionnaud France	4.2	Halfords UK	1.9	4
10	11	The7Stars	Prostate Cancer UK, Iceland UK, Victoria Plumb UK, GO Outdoors UK	2.9	Uniqlo UK	1.4	5
11	12	Goodstuff	Hiscox UK, Glorious! Soups UK	0.9		0.9	3
12	13	BPN	Dagrofa Denmark, Unipharm Poland	0.8		0.8	2
13=	14=	HeyHuman	Danone Waters UK	0.5		0.5	1
13=	14=	iProspect	Eurostar UK	0.5		0.5	1
15	16	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
16=	-	Mediaplus	Hornbach Europe	1.0	Check24 Germany	0.1	1
16=	17	My Media	Brico Depot France	0.1		0.1	1
18	8	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	ENI Italy	-5.1	5
20	20	Maxus	Motorola LATAM, Daily Mail LATAM	1.3	SC Johnson Europe	-8.2	2
						157.5	451

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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 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 for clients across the region.

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