

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	39.9	7
2	-	CHI & Partners	Toyota Europe	34.4	Drench/R White's UK	33.9	1
3	2	Grey Group	Weber Grills Europe, C&A Europe, Marks & Spencer UK	23.6	P&G Dishwashing Brands Europe	20.6	8
4	3	BBDO	Merisant Global, Generali Germany Lidl Germany, Douglas Germany	34.5	Sainsbury's UK	20.5	8
5	12	DDB	Seat Europe, Sky Mobile UK, Free Mobile France, Strongbow UK	23.3	Clorox Global	18.4	6
6	4	Serviceplan	BMW	12.0	Finance Client	11.3	1
7	6	Romance	Intermarche France	10.0		10.0	1
8	-	Droga5	Rustlers UK, Seat Europe Project	10.8	Motorola Global	9.8	3
9	5	McCann WorldGroup	Kew Foundation UK, Cigna Global, CheapFlights(Content)	11.5	Homann Germany	9.7	8
10	7	Scholz & Friends	RWE Germany, Danone yogurts DACH	9.2		9.2	2
11	-	Wieden & Kennedy	Jupiler Netherlands	8.9		8.9	2
12	23	Fred & Farid	Club Med Global, Rémy Martin Global	7.0	1664 Kronenbourg France	6.6	2
13	9	BBH	Absolut Vodka UK, Prostate Cancer UK, CreditExpert UK, Ray-Ban Europe	6.9	Barnardo's UK	6.3	6
14-	10=	Fallon	Skoda Digital UK, Expedia Europe	6.2	Alzheimer's Society UK	6.0	2
14-	10=	FCB	Posnaia Poland, Carmens Italy, Holland & Barrett UK, Clorox Europe	6.0		6.0	9
14-	16	Leo Burnett	Nestle Special T France, Brita Filters Europe, Fiat Mobi Europe, Sberbank Russia,	6.5	Freeview UK	6.0	6
17	13	Isobar	Western Union UK, Huawei UK Project, Martell France	6.2	Kellogg's UK	5.5	12
18	15	McGarryBowen	Monster.com Europe, Clorox Europe, United Airlines Europe, Albelli Europe Vauxhall UK,	5.4		5.4	6
19	-	Mother	NotOnTheHighStreet.com UK, LateRooms.com UK	5.9	Tanqueray UK	5.1	3
20	17	Doner	Huawei Mobile Europe	5.0		5.0	1
						243.9	94

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	Enterprise Germany, Carnival Corporation UK, Audible UK, VTB24 Russia Project	37.5	Leroy Merlen Russia	36.9	79
2	2	Havas Media	Deka Bank Germany, TUI France, Comunidad de Madrid Spain	33.3	Calidad Pascual Spain	29.0	82
3	3	Initiative	T-Mobile Netherlands, Reckitt Benckiser Germany, Miratorg Russia	29.1	Perfetti Van Melle Belgium	22.7	109
4	5	Mindshare	21st Century Fox, Deutsche Bahn Germany, Specsavers Norway	23.0	Vita Coco EMEA	21.4	135
5	-	M/SIX	Toyota	17.2		17.2	1
6	4	Carat	Diageo UK, E.on Europe	37.0	British Gas UK	16.1	9
7	6=	OMD	Game UK, Posteltalane Italy, momondo Denmark	27.6	Weight Watchers UK	14.0	112
8	6=	Maxus	BT Europe, Weber BBQ UK, Perfetti Van Melle UK, JBC Belgium	13.4	Seiko UK	13.2	12
9	12	MEC	FrieslandCampina, Nationwide Building Society UK, Fidelity Investments UK	7.5	J&J Poland	6.5	5
10	30	Mediacom	Eckes Grannini Holding Germany, Bolton Group Italy, Tele2 Russia	41.8	Nintendo Switzerland	6.4	102
11	8	Optimedia Blue 449	Intu shopping centres UK, Wal-Mart - Asda UK, Weight Watchers UK	6.2		6.2	3
12	11	Agence 79	Club Med France	5.0		5.0	1
13	10	Vizeum	E.on UK, TSB UK, Total S.A. Global, Carrefour Spain	7.2	21st Century Fox UK	3.3	5
14-	14=	The7stars	Nintendo UK, Bauer Media UK, Urban Fresh Foods UK	1.8		1.8	4
14-	17=	Goodstuff	uSwitch.com, Spotify UK, RateSetter UK, ITV UK	1.8		1.8	4
14-	13	MediaHub	Western Union Global	1.8		1.8	1
17	14=	Dentsu Media	Calzedonia Russia	1.5		1.5	2
18	16	The Village Communications	Boghossian UK	1.1		1.1	1
19	-	Essence	FrieslandCampina(Digital)	1.0		1.0	1
20	17=	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
						207.6	671

### 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](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.