

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	2	TBWA	Vicks Europe, Pampers Germany, Unitymedia Germany, Direct Assurance France	30.1	Smyths Toys UK	27.1	6
2	1	Grey Group	Weber Grills Europe, C&A Europe, Marks & Spencer UK	23.6	P&G Dishwashing Brands Europe	20.6	8
3	3	BBDO	Lidl Germany, Douglas Germany, BASE mobile Germany	31.5	Sainsbury's UK	18.5	6
4	-	Serviceplan	BMW	12.0	Finance Client	11.3	1
5	4	McCann WorldGroup	Kew Foundation UK, Cigna Global, CheapFlights(Content)	11.5	Homann Germany	10.2	8
6	-	Romance	Intermarche France	10.0		10.0	1
7	5	Scholz & Friends	RWE Germany, Danone yogurts DACH	9.2		9.2	2
8	7=	Ogilvy	LateRooms.com UK, Aldi Sud Germany, Motorola Europe	16.6	Expedia Europe	8.9	9
9	38	BBH	Absolut Vodka UK, Prostate Cancer UK, CreditExpert UK, Ray-Ban Europe	6.9	Barnardo's UK	6.6	6
10-	6	Fallon	Skoda Digital UK, Expedia Europe	6.2	Alzheimer's Society UK	6.0	2
10-	9	FCB	Posnaia Poland, Carmens Italy, Holland & Barrett UK, Clorox Europe	6.0		6.0	9
12	7=	DDB	Seat Global, Sky Mobile UK, Free Mobile France, Strongbow UK	10.8	Clorox Global	5.9	5
13	-	Isobar	Western Union UK, Huawei UK Project, Martell France	6.2	Kellogg's UK	5.8	12
14	10	Saatchi & Saatchi	Wal-Mart - Asda UK, GSK Global, Ferrovie dello Stato Italy	10.0	Union Investment Germany	5.5	3
15	11	McGarryBowen	Monster.com Europe, Clorox Europe, United Airlines Europe, Albelli Europe	5.4		5.4	6
16	24	Leo Burnett	Nestle Special T France, Brita Filters Europe, Fiat Mobi Europe	5.7	Freeview UK	5.2	4
17	-	Doner	Huawei Mobile Europe	5.0		5.0	1
18	12	M&C Saatchi	The Home Office UK, Open University UK, Ajinomoto France	5.6	Transport for London UK	4.4	5
19	13	Iprospect	VisitScotland Europe(SEO), Team Sky UK, Kellogg's(Digital) Europe	4.2		4.2	4
20	14	Karmarama	Confused.com UK, Just Eat UK, Unibet Europe, Betfair UK	4.0		4.0	4
						<b>179.6</b>	<b>102</b>





## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	Carnival Corporation UK, Audible UK, VTB24 Russia Project	36.6	Leroy Merlen Russia	36.1	75
2	2	Havas Media	TUI France, Comunidad de Madrid Spain, Charles Wells UK	34.5	Calidad Pascual Spain	30.1	81
3	4	Initiative	T-Mobile Netherlands, Reckitt Benckiser Germany, Miratorg Russia	29.1	Perfetti Van Melle Belgium	22.7	109
4	6	Carat	Diageo UK, E.on Europe	37.0	British Gas UK	16.1	9
5	27	Mindshare	Deutsche Bahn Germany, Achmea Netherlands, Specsavers Norway	15.2	Vita Coco EMEA	13.6	133
6=	5	OMD	Estee Lauder UK, Bank of Moscow Russia, GAME UK	26.1	Achmea Netherlands	12.9	106
6=	3	Maxus	BT Europe, Weber BBQ UK, Perfetti Van Melle Belgium, JBC Belgium	13.1	Seiko UK	12.9	11
8	7	Optimedia Blue 449	Intu shopping centres UK, Wal-Mart - Asda UK	5.7		5.7	2
9	8	Zenith	Coty Global, Nomad Food Europe, Shangri-La Hotels and Resorts Europe	7.2	Toyota Hungary	5.4	3
10	11	Vizeum	E.on UK, TSB UK, Total S.A. Global, Carrefour Spain	7.2	BMW UK	5.1	5
11	9	Agence 79	Club Med France	5.0		5.0	1
12	10	MEC	Nationwide Building Society UK, Fidelity Investments UK	5.0	J&J Poland	4.0	4
13	-	MediaHub	Western Union Global	1.8		1.8	1
14=	12=	Dentsu Media	Calzedonia Russia	1.5		1.5	1
14=	12=	The7stars	Nintendo UK	1.5		1.5	2
16	14	The Village Communications	Boghossian UK	1.1		1.1	1
17=	15=	Goodstuff	Spotify UK, RateSetter UK, ITV UK	0.8		0.8	3
17=	15=	Generation Media	Wowwee UK, Jazwares UK, Winning Moves UK	0.8		0.8	3
19	17	Total Media	Rustlers UK, Intercarabao UK	0.6		0.6	2
20	18=	Switched on Media	Club Med UK	0.5		0.5	1
						<b>178.1</b>	<b>553</b>

### 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.

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