



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / July 2019

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	DDB	PlayStation Global, Corona Global, Surf, Virgin Media	47.8	Food Brand Company	45.3	6
2	2	Havas Worldwide	Loreal España Spain Project, PPG Germany Project, Payconiq / Bancontact Belgium Project	33.1		33.1	37
3	3	Ogilvy	ACCOR HOTELS PARIS, MATTEL EMEA, POST OFFICE UK, Civica UK Projects	14.6		13.1	9
4	4	Droga5	OnePlus UK, Harley Davidson	11.9		11.9	4
5	5	Huge	Pantone	8.0		8.0	1
6	6	BBDO	Great Ormond Street Hospital Children's Charity UK, Irish Road Safety Authority Ireland Project	7.0		7.0	4
7	8	Anomaly	Johnnie Walker Global, Vodafone brand project	5.1		5.1	4
8	7	The Martin Agency	CarMax UK	5.0		5.0	1
9	9=	R/GA	LVMH UK, Siemens Global	4.5		4.5	3
10	9=	McCann WorldGroup	TherapeuticsMD Annovera UK, Alzheimer's Society UK, Three UK	5.0		4.5	4
11	11	The & Partnership	Toyota UK, Centrica Global	4.4		4.4	2
12	13	FCB	Corona Extra Italy, ADR Aeroporti di Roma Italy, The Premier League UK, Volkswagen Romania Project	3.7		3.7	7
13=	12	Aquest(WPP)	Gucci Europe, Bulgari Europe, Mercedes Europe	3.5		3.5	5
13=	17=	Wunderman Thompson	Duracell Global, Centrica UK, Kaspersky Global	3.5		3.5	3
15	14=	IBM iX	Audi	3.0		3.0	1
16	14=	Leo Burnett	Iceland UK, Facebook Messenger Global	3.0		3.0	2
17	16	Uncommon	Grant's Global, Tullamore Dew Global	2.8		2.8	2
18=	17=	TBWA	Merlin Entertainments UK, Gatorade Global, Singapore Airlines Global	2.5		2.5	3
18=	17=	We are social	Virgin Holidays UK, Virgin Atlantic UK	2.5		2.5	3
18=	17=	Karmarama	Auto Trader UK, Arla Global	3.0		2.5	4
						214.5	222

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / July 2019

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	3	MediaCom	eBay, T-Mobile, Tele2 Netherlands, Coca-Cola Russia, L'Aromatika Italy	43.6	AO.com UK	38.7	199
2	2	OMD	Boehringer Ingelheim Vetmedica Global, Sportmaster Russia, Dochki & Synochki Russia	22.0	Home Credit Bank Russia	21.2	151
3	1	Havas Media	Starbucks UK, Monticello Chile, Domino's Ireland, Dreams UK	20.3	GET Norway	20.1	34
4	4	PHD	The Stars Group Global, TikTok Global, Catawiki Netherlands Project	17.8		17.8	113
5	-	Starcom	McDonald's Russia, Novartis Global	16.5	Dreams UK	13.7	2
6	18	Publicis Media	LVMH Eur ex UK Fr	10.0		10.0	1
7	7	Carat	Edinburgh International Festival Festival	7.5	Heathrow Airport	5.9	10
8	6	denstu X	Ahold Netherlands, Upfield Global, Parques Reunidos Spain	4.4		4.1	4
9	5	Universal McCann	Mattel Europe, Asia, Africa, Just Eat Global, Berglandmilch Austria, Hella Austria	4.6	Yorkshire Building Society UK	3.7	9
10	8	Mindshare	Real Bolos Portugal, MAIF France, Headspace Germany, Uniqlo Italy	5.8	Deutsche Bahn Germany	2.7	24
11	23	The7stars	FirstGroup railways UK	1.5		1.5	1
12=	10	MediaHub	Sennheiser Global, National Health Service UK Planning, World of Tanks UK	1.3		1.3	4
12=	11	Crossmedia	Etihad Airways	1.3		1.3	1
14	9	M/SIX	Electronic Arts Global, London Business School UK	1.1		1.1	2
15	12	AKA	Longleat Enterprises UK	1.0		1.0	3
16	13	Essence	L'Oreal UK	0.8		0.8	1
17	33	The Specialist Works	AO.com UK	0.6		0.6	1
18=	14=	John Ayling & Associates	Battersea Dogs & Cats Home UK, World Animal Protection UK	0.5		0.5	2
18=	24	Hearts & Science	TikTok UK	0.5		0.5	1
18=	-	Primal Media	STV Productions	0.3		0.3	1
						133.1	595

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.