

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	2	Havas Worldwide	Vodafone Spain, UK Project, LPKF Austria Project, RB Russia Project, Pfizer Russia Project	50.4		50.4	65
2	1	DDB	Eon Europe, BVR Volksbanken Raiffeisen Germany, PlayStation Global, Corona Global, Surf, Virgin	48.8	Food Brand Company	43.8	8
3	3	Ogilvy	Mondelez Global, Google UK, Lexus UAE, Diageo UK	23.6		22.1	13
4	4	Isobar	Merlin Denmark, Kungliga Operan Denmark Project,	13.6		13.6	35
5	5	Droga5	OnePlus UK, Harley Davidson, Accenture Interactive Global	12.9		12.9	5
6	6	Huge	Pantone	8.0		8.0	1
7	7	BBDO	Great Ormond Street Hospital Children's Charity UK, Irish Road Safety Authority Irland Project	7.0		7.0	4
8	8	R/GA	LVMH UK, Siemens Global, Le Creuset UK	6.0		6.0	4
9	9	Digitas	Mondelez Global	6.0		6.0	1
10	10	VCCP	Maynards Bassetts UK, Mondelez UK	6.0	Kingsmill bread UK	5.5	2
11	12	The Martin Agency	CarMax UK	5.0		5.0	1
12	13	The & Partnership	Toyota UK,Centrica Global, NatWest projects UK	4.9		4.9	3
13=	11	Anomaly	Johnnie Walker Global, Vodafone brand project	5.1	LNER UK	4.1	4
13=	22	TBWA	Merlin Entertainments UK, Henkel beauty brands Germany, Carwow UK	5.6	BVR Volksbanken Raiffeisen Germany	4.1	5
15=	14	BETC	Mondelez West Europe	4.0		4.0	2
15=	30	Iris	Suzuki UK, Delta Air Lines Europe	4.0		4.0	2
17	21	Uncommon	The Guardian & Observer UK, Clos19 Europe	3.8		3.8	4
18=	15	FCB	Corona Extra Italy, ADR Aeroporti di Roma Italy , The Premier League UK, Volkswagon Romania Project	3.7		3.7	7
18=	18	McCann WorldGroup	Lloyds Pharmacy UK digital, TherapeuticsMD Annovera UK, Alzheimer's Society UK, Three UK	5.5		3.7	5
20	16=	Aquest(WPP)	Gucci Europe , Bulgari Europe , Mercedes Europe	3.5		3.5	5
						276.3	315

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	MediaCom	Sofology UK, Exhibitions Austria, NuHealth Bulgaria	44.1	Nestle Italy	33.9	203
2	2	OMD	ADGMO MENA, Pladis UK, Winter at Tantara MENA	29.6	Home Credit Bank Russia	28.6	182
3	3	Havas Media	Tripadvisor Global, Ronseal UK, Opel Slovakia	23.8	GET Norway	23.6	39
4	4	PHD	BRP Russia, Citadele Estonia, Ideal Latvia	18.7	Ferrero UK	17.2	133
5	7	Carat	Deutsche Bahn Germany, Gaes Spain, Stena Line Sweden	22.4	Enel Italy, Spain and Portugal	16.4	16
6	5	Starcom	Ferrero UK, McDonald's Russia, Novartis Global	18.0	Dreams UK	14.6	3
7	6	Publicis Media	Walt Disney Company Global, LVMH Eur ex UK Fr, Walt Disney Company Global	14.0		14.0	2
8	-	Vizeum	Capri Sun Europe, L'Oreal Russia, Groupe SEB Global	7.3	William Hill	4.8	17
9	8	denstu X	Ahold Netherlands, Upfield Global, Parques Reunidos Spain	4.4		4.1	4
10	9	Universal McCann	Mattel Europe, Asia, Africa, Just Eat Global, Berglandmilch Austria, Hella Austria	4.6	Staatsloterij Netherlands	3.5	9
11	12=	MediaHub	Sennheiser Global, National Health Service UK Planning, World of Tanks UK	1.3		1.3	4
12	12=	Crossmedia	Etihad Airways	1.3		1.3	1
13	14	M/SIX	Electronic Arts Global, London Business School UK	1.1		1.1	2
14	11	The7stars	FirstGroup railways UK	1.5	Sofology UK	1.0	1
15	15	AKA	Longleat Enterprises UK	1.0		1.0	3
16	10	Mindshare	Staatsloterij Netherlands, Enel Italy, Spain and Portugal	8.5	Three UK	0.9	27
17	16	Essence	L'Oreal UK	0.8		0.8	1
18	17	The Specialist Works	AO.com UK	0.6		0.6	1
19	18=	John Ayling & Associates	Battersea Dogs & Cats Home UK, World Animal Protection UK	0.5		0.5	2
20	18=	Primal Media	STV Productions	0.3		0.3	1
						139.8	680

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.