



## 2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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	Havas Worldwide	Vodafone Spain, UK Project, Ferrero Europe, Japan Airline Russia Project	64.4		64.4	73
2	2	DDB	Eon Europe, BVR Volksbanken Raiffeisen Germany, PlayStation Global, Avanti West Coast Railways	50.3	Food Brand Company	45.3	10
3	21	McCann WorldGroup	GSK pharmaceuticals Global, TSB UK	26.0		24.2	8
4	3	Isobar	Merlin Denmark, Kungliga Operan Denmark Project,	21.9		21.9	52
5	4	Ogilvy	Mondelez Global, Google UK, Lexus UAE, Diageo UK	32.6		21.1	15
6	31	Publicis Groupe	GSK pharmaceuticals Global	20.0		20.0	2
7	6	Publicis	Beiersdorf Nivea Global, McCormick brands Europe, AXA Global	19.0		19.0	3
8	5	Droga5	OnePlus UK, Harley Davidson, Accenture Interactive Global	16.9		16.9	6
9	15	The & Partnership	Toyota UK, Centrica Global, NatWest projects UK, NatWest UK	8.4		8.4	4
10	7	Huge	Pantone	8.0		8.0	1
11	20	Uncommon	The Guardian & Observer UK, Clos19 Europe, B&Q UK	7.3		7.3	5
12	25	Leo Burnett	Iceland UK, Facebook Messenger Global, McCormick EMEA	7.0		7.0	3
13	9	TBWA	McVitie's / Pladis Global UK, Merlin Entertainments UK, Carwow UK	7.6	BVR Volksbanken Raiffeisen Germany	6.1	6
14-	10	R/GA	LVMH UK, Siemens Global, Le Creuset UK	6.0		6.0	4
14-	11	Digitas	Mondelez Global	6.0		6.0	1
14-	12	Serviceplan	Tchibo Europe	8.0		6.0	1
17	117	Thjnk	Generali Germany, Beiersdorf healthcare brands Global	5.8		5.8	2
18-	13	The Martin Agency	CarMax UK	5.0		5.0	1
18-	14	MullenLowe Group	Bayer OTC brands Global , World of Tanks UK, Sennheiser UK	6.5	National Trust UK	5.0	5
20	16	Anomaly	Johnnie Walker Global, Vodafone brand project	5.1	LNER UK	4.1	4
						346.3	380

## 2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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	Havas Media	Hyundai Kia Europe, Russia, Turkey, Huawei NEC, Legal & General UK	52.5	AXA Global	43.3	43
2	3	MediaCom	Tesco DMP UK, Weltsparen Germany, XiaoMi Germany, Obi Slovakia, Galeria Karstadt	52.1	Muller dairy Germany	36.9	263
3	2	OMD	Muller dairy Germany, McVitie's / Pladis Global UK, Three Sweden	37.5	Home Credit Bank Russia	36.5	196
4	5	PHD	Aldi Germany, BRP Russia, Citadele Estonia, Ideal Latvia	34.9	Ferrero UK	28.2	141
5	4	Publicis Media	Walt Disney Company Global, LVMH Eur ex UK Fr, Walt Disney Company Global	27.0		27.0	3
6	6	Starcom	Ferrero UK, McDonald's Russia, Novartis Global	18.0	Dreams UK	14.6	3
7	12	Mindshare	Ferrero Global, Lufthansa Group Germany, KFC UK	22.8	Three UK	12.2	37
8	7	Carat	Deutsche Bahn Germany, Gaes Spain, Stena Line Sweden	28.9	Playmobil Germany	11.4	19
9	8	denstu X	Ahold Netherlands, Upfield Global, Parques Reunidos Spain	4.4		4.1	4
10	10	Universal McCann	Mattel Europe, Asia, Africa, Just Eat Global, Berglandmilch Austria, Hella Austria	4.6	Staatsloterij Netherlands	3.0	9
11	9	Vizeum	Capri Sun Europe, L'Oreal Russia, Groupe SEB Global	7.3	Schloss Wachenheim Germany	2.6	17
12	11	The7stars	FirstGroup railways UK	2.8	Sofology UK	2.3	2
13	13	MediaHub	Sennheiser Global, National Health Service UK Planning, World of Tanks UK	1.3		1.3	4
14	14	Crossmedia	Etihad Airways	1.3		1.3	1
15	15	M/SIX	Electronic Arts Global, London Business School UK	1.1		1.1	2
16	16	AKA	Longleat Enterprises UK	1.0		1.0	3
17	17	Essence	L'Oreal UK	0.8		0.8	1
18	18	The Specialist Works	AO.com UK	0.6		0.6	1
19	19=	John Ayling & Associates	Battersea Dogs & Cats Home UK, World Animal Protection UK	0.5		0.5	2
20	19=	Bountiful Cow	Starling Bank UK	0.5		0.5	1
						<b>188.1</b>	<b>786</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@three.com](mailto:greg@three.com) or visit [www.three.com](http://www.three.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.