



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 2020

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	VMLY&R	Intel Global	15.0		15.0	1
2	2	Fred & Farid	Longchamp Global	6.4		6.4	1
3	3	Jung von Matt	Haribo Germany + Switzerland	5.0		5.0	1
4	4	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1
5	-	Wunderman Thompson	HSBC Global	4.0		4.0	1
6	5	Above+Beyond	Subway UK & ROI , Danone (Oykos) UK Project	3.7		3.7	9
7	6	David	Turkish Airlines Global	2.4		2.4	1
8	7	Havas Worldwide	NAUSICAA France Project , CHAMBRE DE COMMERCE ET D'INDUSTRIE EN ITALIE Italy , UNICOOP FIRENZE Italy	2.1		2.1	5
9	-	VIRTUE	IKEA Europe	2.0		2.0	1
10	8	Anomaly	Bulgari Global	1.5		1.5	1
11	9	Saatchi & Saatchi	Fiat, Jeep UK , BMW Health Initiative Global	1.4		1.4	2
12	10	Grey Group	Aunt Bessie's UK , Ministry of health Dubai Project	1.3		1.3	2
13=	11=	R/GA	Le Creuset EMEA Digital	1.0		1.0	1
13=	11=	Quiet Storm	Westland Garden Health UK , Westland Horticulture UK	1.0		1.0	2
13=	11=	The & Partnership	Pets at Home UK, Lawn Tennis Association UK	1.0		1.0	2
13=	11=	Uncommon Creative Studio	Deliveroo UK project,	1.0		1.0	1
13=	-	Track	Ferrero brands Germany CRM	1.0		1.0	1
18=	-	Southpaw	Chambord UK	0.7		0.7	1
18=	-	McCann WorldGroup	Birds Eye UK	2.5		0.7	4
18=	15	Wonderhood Studios	Branston, Mizkan UK	0.7		0.7	1
						53.6	54

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 2020

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	P4 Play Poland, Klarna Europe, GSK Greece	10.7	Allianz France	10.7	31
2	8	PHD	Diageo Global, Royal Enfield motorcycles Global, AG Insurance Belgium	9.3		9.3	24
3	5	Mindshare	BBVA Spain, Turkey Digital, Homeaway Italy, Playmobil Europe	5.7	Leroy Merlin Greece	5.6	15
4	4	Havas Media	Correos Spain , Servi habitat Spain, Oppo Italy, Eobuwie Poland, Bulgaria, Romania and Hungary	6.3	Emirates Airlines Global	3.3	15
5	3	Universal McCann	Emirates Airlines Global	3.0		3.0	1
6	2	Starcom	Intersnack Europe	3.0	Italmotor Finland	2.9	2
7	-	OMD	SumUp France, Home Credit Bank Russia, eMAG Hungary	7.0		2.1	39
8	-	Accenture Interactive	BBVA Global Digital	1.5		1.5	1
9	6	Mediaplus	De'Longhi UK	1.0		1.0	1
10	7	Wavemaker	Pernod-Ricard travel retail Global	1.0	AG Insurance Belgium	0.9	1
11	25	Pilot Media	Miele Germany	0.6		0.6	1
12-	-	Yonder Media	FreeAgent UK	0.3		0.3	1
12-	-	Agenda21	Vanarama UK	0.3		0.3	1
14	9	Bountiful Cow	Camden Town Brewery UK	0.2		0.2	1
						34.8	142

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 or visit 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.