



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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, The Lee Brand Global	15.4		15.4	2
2	2	Fred & Farid	Longchamp Global	6.4		6.4	1
3	4	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1
4	3	Jung von Matt	Haribo Germany + Switzerland	5.0	Granini Germany	4.6	1
5	21	VCCP	Green & Black's UK, Toblerone Global UK	4.5		4.5	2
6	-	Heimat	Gerolsteiner Germany	4.5		4.5	1
7	5	Wunderman Thompson	HSBC Global	4.0		4.0	1
8	6	Above+Beyond	Subway UK & ROI , Danone (Oykos) UK Project	3.7		3.7	9
9	10	Anomaly	Bulgari Global, Mini Global	3.0		3.0	2
10	7	David	Turkish Airlines Global	2.4		2.4	1
11	8	Havas Worldwide	EDF Energy UK, NAUSICAA France Project , UNICOOP FIRENZE Italy	2.4		2.4	6
12	9	VIRTUE	IKEA Europe	2.0		2.0	1
13	23	Atomic	East Midlands Railways UK, Heycar UK, Abellio UK	1.9		1.9	3
14	63	Pablo	Icelandair EMEA, Hotter UK,	1.9		1.9	2
15	11	Saatchi & Saatchi	Fiat, Jeep UK , BMW Health Initiative Global	1.4		1.4	2
16	13=	Quiet Storm	Heist EMEA, Nutritious Delicious UK, Westland Garden Health UK , Westland Horticulture UK	1.7		1.4	4
17	-	Driven	TotallyMoney UK	1.4		1.4	2
18	12	Grey Group	Aunt Bessie's UK , Ministry of health Dubai Project	1.3		1.3	2
19	18=	McCann WorldGroup	Birds Eye UK, Lillet EMEA, Thatchers UK,	3.3	Heycar UK	1.1	6
20	13=	R/GA	Le Creuset EMEA Digital	1.0		1.0	1
						89.0	94

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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	P&G Turkey, Duracell Global, Zdrovit Romania	13.4	Allianz France	13.4	65
2	2	PHD	Sudtirol Italy, ELDORADO Russia, Storck Romania	11.2		11.2	38
3	7	OMD	Estee Lauder Companies UK, moebel.de Germany, SF Studios Denmark	12.7		10.3	72
4	3	Mindshare	BBVA Spain, Turkey Digital, Homeaway Italy, Playmobil Europe	6.5	Church of Norway	6.4	17
5	4	Havas Media	BBC UK, Generalitat Valenciana Spain Project, Fuersten Reform Germany	9.2	Emirates Airlines Global	6.2	19
6	5	Universal McCann	Emirates Airlines Global	3.0	Orbico Romania	3.0	1
7	6	Starcom	Intersnack Europe	6.0	P&G Turkey	2.9	4
8	10	M/SIX	Fossil Group EMEA	2.0		2.0	2
9	8	Accenture Interactive	BBVA Global Digital	1.5		1.5	1
10	9	Mediaplus	De'Longhi UK	1.0		1.0	1
11	11	Wavemaker	Pernod-Ricard travel retail Global	1.0	AG Insurance Belgium	0.9	1
12	17	The7stars	Vision Express UK	0.8		0.8	1
13	12	Pilot Media	Miele Germany	0.6		0.6	1
14	-	The Kite Factory	Lawn Tennis Association UK	0.5		0.5	2
15-	13	Yonder Media	FreeAgent UK	0.3		0.3	1
15-	14	Agenda21	Vanarama UK	0.3		0.3	1
15-	15	Essence	Zoopla UK	0.3		0.3	1
15-	-	SYZGY	V&A UK Digital	0.3		0.3	1
19-	16	Bountiful Cow	Camden Town Brewery UK	0.2		0.2	1
19-	-	Arena Media	EDF Energy UK	0.2		0.2	1
						51.9	245

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.