

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / April 2015

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=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
1=	2=	TLGG	MediaMarkt Germany	14.5		14.5	1
3	1	BBH	Tesco UK	18.4	Pirelli Europe	14.4	1
4	4	Saatchi & Saatchi	HomeAway.com Europe, Acer Europe	12.3		12.3	3
5	5	Kolle Rebbe	Krombacher Beer Germany, Netflix Germany	10.7		10.7	2
6=	6	Rosapark	SFR Numericable France	10.0		10.0	1
6=	10	DDB	Sony Cameras Germany	12.0	Benecol Europe	10.0	4
8	8	Grey Group	Vodafone UK	11.8	Allianz UK	9.8	5
9	7	JWT	Treasury Wine Estates Europe	9.8	Royal Caribbean UK	8.8	5
10	9	VCCP	Nationwide Bldg Society UK, Bild Germany	7.6		7.6	3
11=	11=	72andSunny	Axe / Lynx Europe	5.0		5.0	1
11=	11=	Isobar	Carglass France	5.0		5.0	1
11=	11=	R/GA	McDonalds UK, Simple Europe	5.0		5.0	2
11=	11=	Serviceplan	Penny Germany	5.0		5.0	1
15	17	Iris	Wickes UK	4.4		4.4	2
16	15	BMB	Paddy Power UK, Rowse Honey UK	4.3		4.3	3
17	16	KesselsKramer	Aer Lingus Europe	4.0		4.0	1
18	18	M&C Saatchi	JW Marriott Europe	3.8	Oxfam Germany	3.3	4
19=	19	Wednesday	Galleries Lafayette France	3.0		3.0	1
19=	23	Buzzman	Brandt Appliances France, Huawei France	3.0		3.0	3
						154.6	45

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / April 2015

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	PHD	Bayer Germany, Machine Zone Europe, Vonage UK	22.4	Comedy Central UK	21.3	36
2	1	Havas Media	SFR Numericable France, Royal Mail UK, Valspar UK	18.4	Masterfoods France	16.2	32
3	3	OMD	Huawei UK, Signet UK, Bacardi Germany	14.6	ICS Netherlands	12.0	42
4	4	MEC	Lloyds UK, Swinton Insurance UK	6.4	RautaKesko Russia	5.8	2
5	5	Arena	CIC France	5.4		5.4	1
6	7	Vizeum	X5 Retail Group Russia, Agata Meble Poland, Match.com Regional, Tiscali Italy	3.1	Lenta Russia	2.9	6
7-	6	Universal McCann	The Economist UK, FSCS UK	7.0	X5 Retail Group Russia	2.4	56
7-	8	The7Stars	Iceland UK, Victoria Plumb UK, GO Outdoors UK	2.4		2.4	3
9	-	Starcom MediaVest	Lidl France, Masterfoods(Buying) France	2.9		1.9	2
10	14	Mediacom	Tesco UK, Masterfoods(Planning) UK, Help-Link UK	9.6	Bayer Germany	1.6	48
11	9	BPN	Dagrofa Denmark, Unipharm Poland	0.8		0.8	2
12	10	Carat	Halfords UK, Popees Baby Care Products UK	3.1	Letual Russia	0.6	11
13	11	Blue 449	Carphone Warehouse UK	1.6	Halfords UK	0.4	1
14	12	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
15	17	Mindshare	Booking.com	0.5	SFR Numericable France	-3.1	1
16	13	ZenithOptimedia		1.0	Lidl France	-3.6	1
17	16	Maxus		0.0	SC Johnson Europe	-8.0	0
18	15	Initiative	Snieżka Poland, WWF Germany, Veropoulos Super Market Greece	4.4	CIC France	-11.4	35
						47.9	280

### METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 for clients across the region.

For more details please write to [greg@rthree.com](mailto:greg@rthree.com)