

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	1	DDB	Audi France, Waitrose UK, The Singleton Malt Global	27.8	Benecol Europe	25.8	9
2	3	Grey Group	Generali Investments Europe, Sixt UK	21.8	Allianz UK	19.8	10
3	2	Havas Worldwide	Lidl France, Co-operative Bank(CRM) UK	23.0	TSB Bank UK	18.2	6
4=	4=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
4=	4=	TLGG	MediaMarkt Germany	14.5		14.5	1
4=	10	BBH	Tesco UK, Heinz Sauces Europe	24.4	Pirelli Europe	14.5	3
7	9	JWT	Treasury Wine Estates Europe, La Redoute UK, Emirates UK,	13.2	Royal Caribbean UK	12.2	8
8	6	Saatchi & Saatchi	HomeAway.com Europe, Acer Europe	12.3	Fidelity Investments UK	10.8	3
9	7	Kolle Rebbe	Krombacher Beer Germany, Netflix Germany	10.7		10.7	2
10	8	Rosapark	SFR Numericable France	10.0		10.0	1
11	11	Buzzman	Brandt Appliances France, Huawei France, Ikea France	8.0		8.0	4
12	71	Jung von Matt	BMW (Digital) Germany, Kayak.com Europe	7.5		7.5	3
13	12	VCCP	Nationwide Bldg Society UK, Bild Germany, Blu ecig UK	7.1		7.1	3
14	13	Isobar	Carglass France, Chambord(Digital) UK	6.0		6.0	2
15=	14	Iris	Wickes UK, PZ Cussons Eurpoe	5.4		5.4	3
15=	15	R/GA	McDonalds UK, Simple Europe, Dyson UK	7.0	Volvo Cars Europe	5.4	3
17=	19	M&C Saatchi	JW Marriott Europe, Royal Mail UK	5.5	Oxfam Germany	5.0	6
17=	16=	72andSunny	Axe / Lynx Europe	5.0		5.0	1
17=	16=	Serviceplan	Penny Germany	5.0		5.0	1
20	18	Fold7	Wonga.com UK, Magners UK	4.6		4.6	2
						210.0	72

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	1	PHD	Zuto UK, Belvedere Group France, SAP UK	27.8	Comedy Central UK	26.7	44
2	5	Starcom MediaVest	Lidl UK, TVN Poland, Royal London UK	15.4	P&G Israel	14.4	6
3	2	Havas Media	Ubisoft Europe, SFR Numericable France, Royal Mail UK, BBC UK	18.9	David Lloyd Leisure UK	14.3	33
4	3	Vizeum	VF Corporation, Weetabix UK, Warner Music France	7.8	The Trainline.com UK	6.6	14
5	6	MEC	Lloyds UK, Swinton Insurance UK	6.4	BBC UK	5.3	2
6	11	Mediacom	Betfair Europe, Webuyanycar.com UK, Indeed France	17.4	Bayer Germany	4.7	77
7	9	Carat	Lefdal Norway, Västtrafik Sweden, Lionsgate UK	6.6	Mr Green Italy	4.0	19
8	8	Universal McCann	General Mills Spain, Lenovo Russia, Zott Belgium,	10.8	Tempur Netherlands	3.8	89
9	7	Arena	CIC France	5.4	Betfair Europe	3.8	1
10	10	ZenithOptimedia	Harvey Nichols UK, Coty Europe, Uniqlo UK	8.5	Pernod Ricard Spain	2.9	3
11-	4	OMD	Virgin Trains East Coast UK, Huawei UK, GroupOn France	15.9	Lidl UK	1.3	46
11-	12	The7Stars	Iceland UK, Victoria Plumb UK, GO Outdoors UK, The Trainline.com UK	2.8	Uniqlo UK	1.3	4
13	13	BPN	Dagrofa Denmark, Unipharm Poland	0.8		0.8	2
14	14	Goodstuff	Hiscox UK	0.6		0.6	1
15-	-	HeyHuman	Danone Waters UK	0.5		0.5	1
15-	-	iProspect	Eurostar UK	0.5		0.5	1
17	15	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
18	-	My Media	Brico Depot	0.1		0.1	1
19	16	Blue 449	Carphone Warehouse UK, David Lloyd Leisure UK	2.1	Halfords UK	-0.1	2
20	17	Mindshare	Booking.com, Legal & General UK	1.0	Bifi Europe	-3.6	2
						87.9	349

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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 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 for clients across the region.

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