

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	30	Havas Worldwide	Lidl France, Co-operative Bank(CRM) UK	22.0	TSB Bank UK	21.0	5
2	6=	DDB	Audi France, Waitrose UK, The Singleton Malt Global	22.8	Benecol Europe	20.8	8
3	8	Grey Group	Generali Investments Europe, Sixt UK	20.3	Allianz UK	18.3	8
4=	1=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
4=	1=	TLGG	MediaMarkt Germany	14.5		14.5	1
6	4	Saatchi & Saatchi	HomeAway.com Europe, Acer Europe	12.3		12.3	3
7	5	Kolle Rebbe	Krombacher Beer Germany, Netflix Germany	10.7		10.7	2
8	6=	Rosapark	SFR Numericable France	10.0		10.0	1
9	9	JWT	Treasury Wine Estates Europe, La Redoute UK, Legal & General UK,	10.8	Royal Caribbean UK	9.8	6
10	3	BBH	Tesco UK	18.4	Pirelli Europe	8.5	1
11	19=	Buzzman	Brandt Appliances France, Huawei France, Ikea France	8.0		8.0	4
12	10	VCCP	Nationwide Bldg Society UK, Bild Germany, Blu ecig UK	7.1		7.1	3
13	11=	Isobar	Carglass France, Chambord(digital) UK	6.0		6.0	2
14=	15	Iris	Wickes UK, PZ Cussons Eurpoe	5.4		5.4	3
14=	11=	R/GA	McDonalds UK, Simple Europe, Dyson UK	7.0	Volvo Cars Europe	5.4	3
16=	11=	72andSunny	Axe / Lynx Europe	5.0		5.0	1
16=	11=	Serviceplan	Penny Germany	5.0		5.0	1
18	16	BMB	Paddy Power UK, Rowse Honey UK	4.3		4.3	3
19	17	KesselsKramer	Aer Lingus Europe	4.0		4.0	1
20	-	Fold7		3.8		3.8	1
						194.4	58

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	SC Johnson (buying), EuropeZuto UK, Belvedere Group France	27.8	Comedy Central UK	26.7	44
2	2	Havas Media	SFR Numericable France, Royal Mail UK, Valspar UK	17.4	Masterfoods France	15.2	31
3	3	OMD	Walmart Slovakia and Czech, Huawei UK, Kika Hungary	15.3	Dr Oetker Belgium	12.3	44
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-	6	Vizeum	Weetabix UK, X5 Retail Group Russia, Agata Meble Poland	4.2	Hiscox UK	3.4	7
6-	7	Universal McCann	Burger King Russia, Dr Oetker Belgium, Unibet Italy	8.1	X5 Retail Group Russia	3.4	71
8	8	The7Stars	Iceland UK, Victoria Plumb UK, GO Outdoors UK	2.4		2.4	3
9	10	Mediacom	Dogus-Cay Turkey, Warner Bros Turkey, SFZP Czech	10.3	Bayer Germany	2.3	56
10	9	Starcom MediaVest	Lidl France, Masterfoods(Buying) France	2.9		1.9	2
11	12	Carat	Bifi Europe, Halfords UK, Popees Baby Care Products UK	4.1	Mr Green Italy	1.6	12
12	11	BPN	Dagrofa Denmark, Unipharm Poland	0.8		0.8	2
13	-	Goodstuff	Hiscox UK	0.6		0.6	1
14	14	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
15	13	Blue 449	Carphone Warehouse UK	1.6	Halfords UK	-0.7	1
16	15	Mindshare	Booking.com, Legal & General UK	1.0	Bifi Europe	-3.6	2
17	16	ZenithOptimedia	Harvey Nichols UK	1.0	Lidl France	-3.6	1
18	17	Maxus		0.0	SC Johnson Europe	-9.5	0
19	18	Initiative	STIB Belgium, Mediamarkt Belgium	4.6	CIC France	-11.3	41
						53.4	322

### METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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)