

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	30.6	Benecol Europe	28.6	10
2	2	Grey Group	Generali Investments Europe, Sixt UK, Mutti Pomodoro France	22.3	Allianz UK	20.3	11
3	3	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
6	4=	BBH	Tesco UK, Heinz Sauces Europe	24.4	Gordon's Gin UK	14.0	3
7=	7	JWT	Treasury Wine Estates Europe, La Redoute UK, Emirates UK,	13.2	Royal Caribbean UK	12.2	8
7=	8	Saatchi & Saatchi	HomeAway.com Europe, Acer Europe, Bathstore.com UK, The Big Issue UK	13.7	Fidelity Investments UK	12.2	5
9	9	Kolle Rebbe	Krombacher Beer Germany, Netflix Germany	10.7		10.7	2
10	10	Rosapark	SFR Numericable France	10.0		10.0	1
11=	11	Buzzman	Brandt Appliances France, Huawei France, Ikea France	8.0		8.0	4
11=	12	Jung von Matt	BMW (Digital) Germany, Kayak.com Europe, Ehrmann Yogurt Germany	8.0		8.0	4
13	13	VCCP	Nationwide Bldg Society UK, Bild Germany, Blu ecig UK	7.1		7.1	3
14	15=	R/GA	McDonalds UK, Simple Europe, Dyson UK	8.5	Volvo Cars Europe	6.9	4
15	-	Thjnk	REWE Germany	10.0	Veltins Beer Germany	6.5	1
16	14	Isobar	Carglass France, Chambord(digital) UK	6.0		6.0	2
17	15=	Iris	Wickes UK, PZ Cussons Eurpoe	5.4		5.4	3
18	20	Fold7	Wonga.com UK, Magners UK, Duddle UK	5.1		5.1	3
19=	17=	72andSunny	Axe / Lynx Europe	5.0		5.0	1
19=	17=	Serviceplan	Penny Germany	5.0		5.0	1
						218.2	74

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	30.2	Comedy Central UK	29.1	63
2	3	Havas Media	Calzedonia Group Spain, Loterías y apuestas del estado Spain, Lafarge Europe	29.8	David Lloyd Leisure UK	22.6	47
3	2	Starcom MediaVest	Lidl UK, TVN Poland, Royal London UK	15.4	P&G Israel	12.8	6
4	4	Vizeum	VF Corporation, Weetabix UK, Warner Music France	7.8	The Trainline.com UK	6.6	14
5	11=	OMD	FCA UK, MCM Klosterfrau Germany, Lukoil Russia	20.4	Lidl UK	5.8	55
6	8	Universal McCann	General Mills Spain, Lenovo Russia, G-Star Netherlands	11.0	Tempur Netherlands	4.1	91
7	7	Carat	Lefdal Norway, Västtrafik Sweden, Lionsgate UK	6.6	Mr Green Italy	3.9	19
8	6	Mediacom	Betfair Europe, Webuyanycar.com UK, Indeed France, Haven Holidays UK	18.2	Bayer Germany	3.6	79
9	10	ZenithOptimedia	Harvey Nichols UK, Coty Europe, Uniqlo UK	8.9	Pernod Ricard Spain	3.3	4
10	5	MEC	Lloyds UK, Swinton Insurance UK	6.4	BBC UK	2.7	2
11=	19	Blue 449	Carphone Warehouse UK, David Lloyd Leisure UK, Marionnaud France	3.6	Halfords UK	1.3	3
11=	11=	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, Glorious! Soups UK	0.7		0.7	2
15=	15=	HeyHuman	Danone Waters UK	0.5		0.5	1
15=	15=	iProspect	Eurostar UK	0.5		0.5	1
17	17	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
18	18	My Media	Brico Depot France	0.1		0.1	1
19	20	Mindshare	Booking.com France, Legal & General UK	1.0	Bifi Europe	-3.6	2
20	21	Maxus	Motorola LATAM, Daily Mail LATAM	1.3	SC Johnson Europe	-8.2	2
						88.0	399

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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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