

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	9	Kolle Rebbe	O2 Germany, Krombacher Beer Germany, Netflix Germany	33.4		33.4	3
2	-	BETC	Bouygues Telecom France, Ubisoft EMEA, Ephora Europe	29.3	Diet Coke UK	27.3	3
3	2	Grey Group	Generali Investments Europe, Sixt UK, Mutti Pomodoro France	22.3	Allianz UK	20.3	11
4	3	Havas Worldwide	Westfield Centres(CRM) Europe, Lidl France, Co-operative Bank(CRM) UK	24.0	Nurofen Europe	17.2	7
5=	4=	Hirschen Group	MediaMarkt Germany	14.5		14.5	1
5=	4=	TLGG	MediaMarkt Germany	14.5		14.5	1
7	6	BBH	Tesco UK, Heinz Sauces Europe	24.4	Gordon's Gin UK	14.0	3
8	7=	J Walter Thompson	Treasury Wine Estates Europe, La Redoute UK, Emirates UK,	13.2	Royal Caribbean UK	12.2	8
9	1	DDB	Lloyds Bank UK, Pears skincare Europe, Audi France	40.2	Bouygues Telecom France	11.0	12
10	10	Rosapark	SFR Numericable France	10.5		10.5	2
11	7=	Saatchi & Saatchi	HomeAway.com Europe, Acer Europe, Bathstore.com UK, The Big Issue UK	13.7	Samsonite Europe	8.2	5
12=	11=	Buzzman	Brandt Appliances France, Huawei France, Ikea France	8.0		8.0	4
12=	11=	Jung von Matt	BMW (Digital) Germany, Kayak.com Europe, Ehrmann Yogurt Germany	8.0		8.0	4
14	14	R/GA	McDonalds UK, Simple Europe, Dyson UK	8.5	Volvo Cars Europe	6.9	4
15	15	Thjnk	REWE Germany	10.0	Veltins Beer Germany	6.5	1
16	16	Isobar	Carglass France, Chambord(digital) UK	6.0		6.0	2
17	182	101	Vauxhall UK, Odeon UK	5.5		5.5	2
18	17	Iris	Wickes UK, PZ Cussons Eurpoe	5.4		5.4	3
19	18	Fold7	Wonga.com UK, Magners UK, Duddle UK	5.1		5.1	3
20	19=	72andSunny	Axe / Lynx Europe	5.0		5.0	1
						239.5	80

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	3	Starcom MediaVest	Citigroup Europe, Mondelez EEMEA, Telenor ASA Norway	35.8	P&G Israel	32.8	13
2	1	PHD	Zuto UK, Belvedere Group France, SAP UK	30.2	Comedy Central UK	29.1	63
3	2	Havas Media	Virgin Atlantic UK, Rivella Switzerland, Direct & Quixa Portugal	32.3	David Lloyd Leisure UK	24.6	57
4	7	Carat	Lefdal Norway, Västtrafik Sweden, Lionsgate UK	10.6	Mr Green Italy	7.9	21
5	4	Vizeum	VF Corporation, Weetabix UK, Warner Music France	7.8	The Trainline.com UK	6.6	14
6	5	OMD	FCA UK, MCM Klosterfrau Germany, Lukoil Russia	20.4	Lidl UK	4.9	55
7	19	Mindshare	General Mills Europe, Booking.com France, Legal & General UK	9.3	Bifi Europe	4.6	3
8	8	Mediacom	Betfair Europe, Webuyanycar.com UK, Indeed France, Haven Holidays UK	18.6	Bayer Germany	4.0	79
9	6	Universal McCann	General Mills Spain, Lenovo Russia, G-Star Netherlands	11.0	BASF Europe	3.6	91
10	11=	Blue 449	Carphone warehouse UK, David Lloyd Leisure UK, Marionnaud France	4.2	Halfords UK	1.9	4
11	11=	The7Stars	Prostate Cancer UK, Iceland UK, Victoria Plumb UK, GO Outdoors UK, The Trainline.com UK	2.9	Uniqlo UK	1.4	5
12	14	Goodstuff	Hiscox UK, Glorious! Soups UK	0.9		0.9	3
13	13	BPN	Dagrofa Denmark, Unipharm Poland	0.8		0.8	2
14=	15=	HeyHuman	Danone Waters UK	0.5		0.5	1
14=	15=	iProspect	Eurostar UK	0.5		0.5	1
16	17	Boutique	Costcutter Supermarkets Group UK	0.3		0.3	1
17	18	My Media	Brico Depot France	0.1		0.1	1
18	10	MEC	Lloyds UK, Swinton Insurance UK	6.4	Citigroup Europe	-1.9	2
19	9	ZenithOptimedia	Harvey Nichols UK, Coty Europe, Uniqlo UK	9.5	Pernod Ricard Spain	-4.4	5
20	20	Maxus	Motorola LATAM, Daily Mail LATAM	1.3	SC Johnson Europe	-8.2	2
						109.8	423

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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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