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**Top 40 most creative agencies in Europe - ranked by performance at Cannes and Eurobest over three years**

Rank 94	Rank 93	Total points	Agency	Country	Print points	TV points	Cannes points	Eurobest points
1	1	381	Bartle Bogle Hegarty	UK	306	75	215	166
1	2	243	Lowe Howard-Spink	UK	65	178	101	142
3	3	205	BMP DDB Needham	UK	68	137	133	72
4	4	133	Casadevall Pedreno and PRG	Spain	18	115	121	12
5	16	121	Delvico Bates Barcelona	Spain	64	57	91	30
6	13	119	PMSvW/Y&R	Netherlands	-	119	95	24
7	9	99	BSB Dorland	UK	64	35	63	36
8	10=	94	Saatchi and Saatchi	UK	44	50	94	-
9	10=	76	Leo Burnett	UK	67	9	26	50
10	12	67	DDB Needham	Netherlands	12	55	67	-
11=	14	64	Simons Palmer	UK	64	-	19	45
11=	8	64	DDB Needham	France	61	3	22	42
13	29	62	Verba DDB Needham	Italy	30	32	56	6
14	5	59	J. Walter Thompson	UK	29	30	29	30
15	18	57	Ronnberg and Co/McCann	Sweden	12	45	51	6
16	17	56	BDDP	France	20	36	32	24
17	-	51	Advico Y&R	Switzerland	32	19	33	18
18	7	48	McCann-Erickson	Italy	38	10	10	38
19	6	42	Collett Dickenson Pearce	UK	24	18	-	42
20=	18=	40	Tandem DDB Needham	Spain	-	40	28	12
20=	29	40	New Deal DDB Needham	Norway	-	40	22	18
22=	15	38	Ogilvy and Mather Paris	France	12	26	26	12
22=	18=	38	Leo Burnett Oslo	Norway	3	35	32	6
24	-	36	Campaign Company	Netherlands	36	-	30	6
25	24=	32	McCann-Erickson Frankfurt	Germany	-	32	20	12
26=	-	31	D'Arcy Masius Benton and Bowles UK	UK	16	15	19	12
26=	-	31	JBR Reklamebyra	Norway	-	31	25	6
28	-	30	Johnson Agency	UK	-	30	10	20
29=	-	29	Orgasms Advertising	Netherlands	-	29	23	6
29=	-	29	Publicis Conseil	France	26	3	23	6
31	-	28	Still Price Lintas	UK	10	18	28	-
32	-	22	Young and Rubicam	France	12	10	22	-
33	-	19	TBWA	Spain	-	19	13	6
34=	-	18	Abbott Mead Vickers/BBDO	UK	-	18	18	-
34=	-	18	CLM/BBDO	France	12	6	18	-
34=	-	18	Lowe Troost	Belgium	18	-	12	6
34=	-	18	The Leith Agency	UK	18	-	12	6
34=	-	18	Young and Rubicam	UK	-	18	12	6
39	-	16	WCRC	UK	10	6	16	-
40	22=	15	Contrapunto	Spain	-	15	9	6

Footnotes: Rankings are based on three years of Cannes (1992-94) and three years of Eurobest (1991-93) inclusive. Points have not been included for Press and Poster awards at Cannes 1992 as accurate information was not available. Points were awarded as follows: Cannes Grand Prix (film and print) 25, gold 10, silver 6, bronze 3; Eurobest Grand Prix 20, category winner 6. Compiled by Andrew Swopson and David Reed. Copyright: Campaign