



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / May 2020

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	VMLY&R	Intel Global, The Lee Brand Global	15.4		15.4	2	
2	2	Fred & Farid	Longchamp Global	6.4		6.4	1	
3	3	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1	
4	11	Havas Worldwide	Hochschule Neu Ulm Germany Project, Lvmh France Project, Syone Portugal Project	4.7		4.7	11	
5	4	Jung von Matt	Haribo Germany + Switzerland	5.0	Granini Germany	4.6	1	
6	9	Anomaly	Bulgari Global, Mini Global, L'Occitane en Provence Global	4.6		4.6	3	
7-	5	VCCP	Green & Black's UK, Toblerone Global UK	4.5		4.5	2	
7-	6	Heimat	Gerolsteiner Germany	4.5		4.5	1	
9	7	Wunderman Thompson	HSBC Global	4.0		4.0	1	
10	8	Above+Beyond	Subway UK & ROI , Danone (Oykos) UK Project	3.7		3.7	9	
11	14	Pablo	Icelandair EMEA, Hotter UK, Comic Relief UK project, Clipper UK	2.6		2.6	4	
12	10	David	Turkish Airlines Global	2.4		2.4	1	
13	12	VIRTUE	IKEA Europe	2.0		2.0	1	
14	13	Atomic	East Midlands Railways UK, Heycar UK, Abellio UK	1.9		1.9	3	
15	18	Grey Group	The Very Group UK, Aunt Bessie's UK , Ministry of health Dubai Project	1.9		1.9	3	
16	17	Driven	TotallyMoney UK, Funding Circle UK	1.6		1.6	3	
17-	-	New Commercial Arts	Halifax UK	1.4		1.4	1	
17-	15	Saatchi & Saatchi	Fiat, Jeep UK , BMW Health Initiative Global	1.4		1.4	2	
17-	16	Quiet Storm	Heist EMEA, Nutritious Delicious UK, Westland Garden Health UK , Westland Horticulture UK	1.7		1.4	4	
20	-	Antoni	Bett1 Germany	1.3		1.3	1	
						2020(Jan-May)	97.9	106
						2019(Jan-May)	185.3	186
						YoY Comparison:	-47.2%	-43.0%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / May 2020

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	OMD	McDonald's UK, ONS Census UK Project, SAP EMEA	22.7		20.4	90
2	2	PHD	South Tyrol Switzerland, State Authorities Estonia Project, Gallo Portugal Project	12.9		12.9	48
3	1	MediaCom	P&G Turkey, Duracell Global, Zdrovit Romania	13.4	South Tyrol Switzerland	12.4	65
4	5	Havas Media	Karo Pharma Europe, Open Money UK, Back Market Spain	10.4	Emirates Airlines Global	7.4	22
5	4	Mindshare	BBVA Spain, Turkey Digital, Homeaway Italy, Playmobil Europe	6.4	Church of Norway	6.3	17
6	6	Universal McCann	Emirates Airlines Global, Energizer Global	4.5	Orbico Romania	4.5	2
7	7	Starcom	Intersnack Europe	6.0	P&G Turkey	2.9	4
8	8	M/SIX	Fossil Group EMEA	2.0		2.0	2
9	11	Wavemaker	Pernod-Ricard travel retail Global, Castilla la Mancha Spain, Soffass Italy Project	1.8	AG Insurance Belgium	1.7	17
10	9	Accenture Interactive	BBVA Global Digital	1.5		1.5	1
11	15=	Essence	Zoopla UK, ITV UK	1.5		1.5	2
12	27	Initiative	Salesforce Global, Deliveroo UK, E-ON - Essent Belgium	4.5		1.3	13
13	10	Mediaplus	De'Longhi UK	1.0		1.0	1
14	13	Pilot Media	Miele Germany	0.6		0.6	1
15	14	The Kite Factory	Lawn Tennis Association UK	0.5		0.5	2
16=	15=	Yonder Media	FreeAgent UK	0.3		0.3	1
16=	15=	Agenda21	Vanarama UK	0.3		0.3	1
16=	15=	SYZGY	V&A UK Digital	0.3		0.3	1
19=	-	Blue State	United Nations High Commissioner for Refugees UK	0.2		0.2	1
19=	19=	Bountiful Cow	Camden Town Brewery UK	0.2		0.2	1

2020(Jan-May)	66.8	302
2019(Jan-May)	61.3	284
YoY Comparison:	9.0%	6.3%

2020 Creative & Media (Jan-May)	164.7	408
2019 Creative & Media (Jan-May)	246.6	470
YoY Comparison:	-33.2%	-13.2%

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.