



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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 | VCCP | Toblerone Global, Green & Black | 3.4 | | 3.4 | 2 |
| 2 | 2 | Above+Beyond | Subway, Danone (Oykos) | 2.2 | | 2.2 | 5 |
| 3 | 3 | Atomic | Heycar, Abellio | 1.5 | | 1.5 | 3 |
| 4 | 5 | Grey Group | Aunt Bessie's, The Very Group | 1.4 | | 1.4 | 2 |
| 5 | 4 | Driven | TotallyMoney, Villa Plus, Funding Circle | 1.2 | | 1.2 | 3 |
| 6 | - | New Commercial Arts | Halifax | 1.1 | | 1.1 | 1 |
| 7 | 14 | Pablo | Hotter Creative, Comic Relief project, Clipper | 1.0 | | 1.0 | 3 |
| 8= | 6= | Saatchi & Saatchi | Fiat, Jeep | 0.8 | | 0.8 | 1 |
| 8= | 6= | The & Partnership | Pets at Home, Lawn Tennis Association | 0.8 | | 0.8 | 2 |
| 8= | 6= | Uncommon Creative Studio | Deliveroo Project | 0.8 | | 0.8 | 1 |
| 11= | 9 | Quiet Storm | Nutritious Delicious build brand awareness and fame | 1.0 | Yakult | 0.7 | 3 |
| 11= | - | The SEO Works | Decathlon, Buy2LetCars | 0.7 | | 0.7 | 2 |
| 13= | 10= | Southpaw | Chambord | 0.5 | | 0.5 | 1 |
| 13= | 10= | Mapp | Homebase | 0.5 | | 0.5 | 1 |
| 13= | 12 | Wonderhood Studios | Branston, Mizkan | 0.5 | | 0.5 | 1 |
| 13= | 13 | Kitchen | Riviera Travel | 0.5 | | 0.5 | 1 |
| 17= | 15 | Fuse | McVitie's | 0.4 | | 0.4 | 1 |
| 17= | - | MSQ | Thames Estuary | 0.4 | | 0.4 | 2 |
| 17= | - | Trouble | LTA Project, The Reading Agency Project | 0.4 | | 0.4 | 2 |
| 17= | 16= | Jungle Creations | GSK Project | 0.4 | | 0.4 | 1 |
| 2020 (Jan - May) | | | | | | 27.2 | 83 |



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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 | 2 | OMD | Estee Lauder, McDonald's, ONS Census Project | 7.5 | | 7.5 | 3 |
| 2 | 1 | Havas Media | BBC, Open Money | 1.5 | | 1.5 | 2 |
| 3 | 9= | Essence | Zoopla, ITV | 1.1 | | 1.1 | 2 |
| 4 | - | Initiative | Deliveroo | 1.0 | | 1.0 | 1 |
| 5= | 3= | Carat | Lionsgate | 0.8 | | 0.8 | 1 |
| 5= | 3= | Mediaplus | De'Longhi | 0.8 | | 0.8 | 1 |
| 7 | 6 | MediaCom | Free Train Digital, Sleepeeze Mattresses, Macdonald Hotels and Resorts | 0.6 | | 0.6 | 8 |
| 8 | 8 | The Kite Factory | Lawn Tennis Association, Brooke | 0.4 | | 0.4 | 2 |
| 9 | 7 | Mindshare | Nested, Cotswold Company | 0.3 | | 0.3 | 2 |
| 10= | 9= | Yonder Media | Free Agent | 0.2 | | 0.2 | 1 |
| 10= | 9= | Agenda21 | Vanarama | 0.2 | | 0.2 | 1 |
| 10= | 9= | SYZGY | V&A (Digital Media) | 0.2 | | 0.2 | 1 |
| 10= | 9= | PHD | ManoMano | 0.2 | | 0.2 | 1 |
| 10= | - | Blue State | United Nations High Commissioner for Refugees | 0.2 | | 0.2 | 1 |
| 10= | 14 | Bountiful Cow | Camden Town Brewery | 0.2 | | 0.2 | 1 |
| 16= | - | Recipe | Maryland Cookies | 0.1 | | 0.1 | 1 |
| 16= | 15 | Arena Media | EDF Energy | 0.1 | | 0.1 | 1 |
| 18 | 5 | The7Stars | Vision Express | 0.6 | Deliveroo | -0.3 | 1 |
| 19 | 16 | Goodstuff | Yeo Valley | 0.1 | ITV | -1.1 | 1 |
| 2020 (Jan - May) | | | | | | 13.8 | 32 |

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.