

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jun 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	-	O.P.EN(Omnicom)	Peugeot Global	10.5		10.5	1	
3	-	isobar	Gota Media AB Sweden Project, Essity AB Sweden Project, The Disney Store UK Project	9.2		9.2	20	
4	2	Fred & Farid	Longchamp Global	6.4		6.4	1	
5	7=	VCCP	Green & Black's UK, Toblerone Global UK, Walkers UK, Holland & Barrett UK	6.2		6.2	4	
6	6	Anomaly	Bulgari Global, Mini Global, L'Occitane en Provence Global, Farfetch Global Project	5.2		5.2	4	
7	3	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1	
8	5	Jung von Matt	Haribo Germany + Switzerland	5.0	Granini Germany	4.6	1	
9	7=	Heimat	Gerolsteiner Germany	4.5		4.5	1	
10	31	Wonderhood Studios	Branston, Mizkan UK, Three Mobile UK	4.5		4.5	2	
11	9	Wunderman Thompson	HSBC Global	4.0		4.0	1	
12	10	Above+Beyond	Subway UK & ROI , Danone (Oykos) UK Project	3.7		3.7	9	
13	17=	New Commercial Arts	Halifax UK, World Out Of Home Org Global	3.4		3.4	2	
14	12	David	Turkish Airlines Global	2.4		2.4	1	
15	11	Pablo	Icelandair EMEA, Hotter UK, Comic Relief UK project, Clipper UK	2.6	Holland & Barrett UK	2.1	4	
16	13	VIRTUE	IKEA Europe	2.0		2.0	1	
17	-	Orès Group	Auchan Global	2.0		2.0	1	
18	14	Atomic	East Midlands Railways UK, Heycar UK, Abellio UK	1.9		1.9	3	
19	15	Grey Group	The Very Group UK, Aunt Bessie's UK , Ministry of health Dubai Project	1.9		1.9	3	
20	16	Driven	TotallyMoney UK, Funding Circle UK	1.6		1.6	3	
						2020(Jan-Jun)	117.1	186
						2019(Jan-Jun)	209.7	211
						YoY Comparison:	-44.1%	-11.8%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jun 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	OMD	McDonald's Spain, Air France France, Bankia Spain	27.3		24.9	117	
2	3	MediaCom	Cinch UK, Farfetch Global Project, Farfetch UK	16.8	South Tyrol Switzerland	15.7	92	
3	2	PHD	Air France UK, Masafi UAE, H&M Denmark	13.5	Sainsbury's UK digital	12.8	59	
4	4	Havas Media	Paradores de Turismo Spain, Petit Bateau France Europe	11.0	Emirates Airlines Global	8.0	24	
5	5	Mindshare	BBVA Spain, Turkey Digital, Homeaway Italy, Playmobil Europe	6.7	Church of Norway	6.6	18	
6	9	Wavemaker	Bungie Global, federal chancellery of rep. Austria, Glocchi France	5.1	Air France UK	4.9	35	
7	6	Universal McCann	Emirates Airlines Global, Energizer Global	4.5	Orbico Romania	4.5	2	
8	7	Starcom	Intersnack Europe	6.0	P&G Turkey	4.1	4	
9	11	Essence	Zoopla UK, ITV UK, Sainsbury's UK digital, Airbnb Global	3.5		3.5	4	
10	12	Initiative	Dienst Pubiek & Communicate Netherlands, Citrix Global, Crisis UK Project	6.5		3.2	20	
11	8	M/SIX	Fossil Group EMEA	2.0		2.0	2	
12	10	Accenture Interactive	BBVA Global Digital	1.5		1.5	1	
13	14	Pilot Media	Miele Germany	0.6		0.6	1	
14	15	The Kite Factory	Lawn Tennis Association UK	0.5		0.5	2	
15	16=	Yonder Media	FreeAgent UK	0.3		0.3	1	
16	16=	Agenda21	Vanarama UK	0.3		0.3	1	
17	16=	SYZYGY	V&A UK Digital	0.3		0.3	1	
18	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	
20	21	Recipe	Maryland Cookies	0.2		0.2	1	
						2020 (Jan-Jun)	87.4	406
						2019 (Jan-Jun)	77.0	376
						YoY Comparison:	13.5%	8.0%
						2020 Creative & Media (Jan-Jun)	204.6	592
						2019 Creative & Media (Jan-Jun)	286.7	587
						YoY Comparison:	-28.6%	0.9%

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.