



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	VCCP	Walkers, Holland & Barrett, Toblerone Global, Green & Black	4.7		4.7	4
2	15	Wonderhood Studios	Three Mobile, Branston, Mizkan	3.4		3.4	2
3	2	Above+Beyond	Subway, Danone (Oykos)	2.2		2.2	5
4	3	Atomic	Heycar, Abellio	1.5		1.5	3
5	4	Grey Group	Aunt Bessie's, The Very Group	1.4		1.4	2
6	5	Driven	TotallyMoney, Villa Plus, Funding Circle	1.2		1.2	3
7-	28	Leo Burnett	Premier Inn	1.1		1.1	2
7-	-	Rapp	Samsung	1.1		1.1	1
7-	6	New Commercial Arts	Halifax	1.1		1.1	1
10		Hitsearch	Orla Kiely, Iceland, Green Sheep Group	1.0		1.0	3
11-	38	Havas Worldwide	Toolstation Project	0.8		0.8	3
11-	8=	Saatchi & Saatchi	Fiat, Jeep	0.8		0.8	1
11-	8=	The & Partnership	Pets at Home, Lawn Tennis Association	0.8		0.8	2
11-	8=	Uncommon Creative Studio	Deliveroo Project	0.8		0.8	1
15-	11	Quiet Storm	Nutritious Delicious build brand awareness and fame	1.0	Yakult	0.7	3
15-	-	isobar	The Disney Store Project, Clarins Project	0.7		0.7	5
15-	12	The SEO Works	Decathlon, Buy2LetCars	0.7		0.7	2
18-	36	360 Om	Bottleshot Brew	0.6		0.6	2
18-	7	Pablo	Hotter Creative, Comic Relief project, Clipper	1.0	Holland & Barrett	0.6	3
20	13=	Southpaw	Chambord	0.5		0.5	1
2020 (Jan - Jun)						34.3	111



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	IG Group, Barclays, Estee Lauder, McDonald's	7.6		7.6	5
2	7	MediaCom	Cinch, Farfetch, Duracell, Free Train Digital, Sleeppeeze Mattresses	2.8		2.8	11
3	3	Essence	Sainsbury's digital, Zoopla, ITV	1.7		1.7	3
4	2	Havas Media	BBC, Open Money	1.5		1.5	2
5	4	Initiative	Deliveroo, Crisis Project	1.0		1.0	2
6	5=	Carat	Lionsgate	0.8		0.8	1
7	5=	Mediaplus	De'Longhi	0.8		0.8	1
8	8	The Kite Factory	Lawn Tennis Association, Brooke	0.4		0.4	2
9	9	Mindshare	Nested, Cotswold Company	0.3		0.3	2
10=	10=	Yonder Media	Free Agent	0.2		0.2	1
10=	10=	Agenda21	Vanarama	0.2		0.2	1
10=	10=	SYZGY	V&A (Digital Media)	0.2		0.2	1
10=	-	VCCP Media	Hattingley Valley	0.2		0.2	1
10=	10=	Blue State	United Nations High Commissioner for Refugees	0.2		0.2	1
10=	10=	Bountiful Cow	Camden Town Brewery	0.2		0.2	1
16=	16=	Recipe	Maryland Cookies	0.1		0.1	1
16=	16=	Arena Media	EDF Energy	0.1		0.1	1
18	10=	PHD	ManoMano, Air France, Teach First	0.3	Sainsbury's digital	-0.2	3
19	18	The7Stars	Vision Express	0.6	Deliveroo	-0.3	1
20	19	Goodstuff	Yeo Valley	0.1	ITV	-1.1	1
2020 (Jan - Jun)						16.5	42

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.