

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / Aug 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	15=	Havas Worldwide	Novartis Project, Network Rail Project, Volkerwessels Project	8.5		8.5	24
2	1	VCCP	Kwik-Fit, Walkers, Holland & Barrett, Toblerone Global, Green & Black	5.1		5.1	5
3	2=	Saatchi & Saatchi	Fiat, Jeep, BT, Peugeot Motorcycles	3.8		3.8	2
4	2=	Wonderhood Studios	Three Mobile, Branston, Mizkan	3.4		3.4	2
5	-	R/GA	Siemens brand	3.1		3.1	1
6	4	Above+Beyond	Subway, Danone (Oykos)	2.2		2.2	5
7	5	Atomic	Heycar, Abellio	1.5		1.5	3
8	13	St Luke's	Ocado	1.5		1.5	2
9	6=	Grey Group	Aunt Bessie's, The Very Group	1.4		1.4	2
10	6=	McGarryBowen	Asahi Super Dry Global	2.3		1.4	0
11	8	Driven	TotallyMoney, Villa Plus, Funding Circle	1.2		1.2	3
12=	9=	Leo Burnett	Premier Inn	1.1		1.1	2
12=	9=	Rapp	Samsung	1.1		1.1	1
12=	9=	New Commercial Arts	Halifax	1.1		1.1	1
15	12	Hitsearch	Orla Kiely, Iceland, Green Sheep Group	1.0		1.0	3
16	14	Digitas	BT	0.9		0.9	1
17=	15=	The & Partnership	Pets at Home, Lawn Tennis Association	0.8		0.8	2
17=	15=	Uncommon Creative Stu	Deliveroo Project	0.8		0.8	1
17=	15=	VaynerMedia	Avon, Body Shop	0.8		0.8	1
20	19=	Quiet Storm	Nutritious Delicious build brand awareness and fame	1.0	Yakult	0.7	3
2020 (Jan - Aug)						52.0	145

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / Aug 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	Bethesda, IG Group, Barclays, Estee Lauder, McDonald's	7.7		7.7	6
2	4	Havas Media	Mango, BBC, Open Money, EDF, Bumble	4.1		4.1	7
3	2	MediaCom	BMI HealthCare, Harviestoun Brewery, Cinch, Farfetch, Duracell	2.9		2.9	13
4	3	Essence	Sainsbury's digital, Zoopla, ITV	1.7		1.7	3
5	5	Initiative	Deliveroo, Crisis Project, BWX Project	1.0		1.0	3
6	6	Carat	Lionsgate	0.8		0.8	1
7	7	Mediaplus	De'Longhi	0.8		0.8	1
8	12=	Yonder Media	Free Agent, PROPER, Shelter	0.6		0.6	3
9	8	Mediahub	Moleskine	0.5		0.5	1
10	9	The Kite Factory	Lawn Tennis Association, Brooke	0.4		0.4	2
11	10	Mindshare	Nested, Cotswold Company	0.3		0.3	2
12	11	PHD	ManoMano, Air France, Teach First	0.8	Sainsbury's digital	0.2	4
13=	12=	Agenda21	Vanarama	0.2		0.2	1
13=	12=	SYZGY	V&A (Digital Media)	0.2		0.2	1
13=	12=	VCCP Media	Hattingley Valley	0.2		0.2	1
16	16	Blue State	United Nations High Commissioner for Refugees	0.2		0.2	1
17	17	Bountiful Cow	Camden Town Brewery	0.2		0.2	1
18	18	Recipe	Maryland Cookies	0.1		0.1	1
19	-	Medialab	RNLI	0.1		0.1	1
20	19	Arena Media	EDF Energy	0.1		0.1	1
2020 (Jan - Aug)						21.7	65

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.