



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	O.P.EN(Omnicom)	Peugeot Global	10.5		10.5	1	
3	3	isobar	Gota Media AB Sweden Project, Essity AB Sweden Project, The Disney Store UK Project	9.2		9.2	20	
4	4	Fred & Farid	Longchamp Global	6.4		6.4	1	
5	5	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	7	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1	
8	23	Saatchi & Saatchi	Fiat, Jeep UK , BMW Health Initiative Global, BT UK	4.9		4.9	3	
9	8	Jung von Matt	Haribo Germany + Switzerland	5.0	Granini Germany	4.6	1	
10	11	Wunderman Thompson	HSBC Global, Hastings Direct UK	4.5		4.5	2	
11	9	Heimat	Gerolsteiner Germany	4.5		4.5	1	
12	10	Wonderhood Studios	Branston, Mizkan UK, Three Mobile UK	4.5		4.5	2	
13	12	Above+Beyond	Subway UK & ROI , Danone (Oykos) UK Project	3.7		3.7	9	
14	13	New Commercial Arts	Halifax UK, World Out Of Home Org Global	3.4		3.4	2	
15	15	Pablo	Betfair Europe, Icelandair EMEA, Hotter UK, Comic Relief UK project, Clipper UK	3.6	Holland & Barrett UK	3.1	5	
16	-	Publicis	GSK Global Production	3.5		3.0	2	
17	19	Grey Group	Livinguard Global, The very Group UK, Aunt Bessie's UK , Ministry of health Dubai Project	2.9		2.9	4	
18	14	David	Turkish Airlines Global	2.4		2.4	1	
19	16	VIRTUE	IKEA Europe	2.0		2.0	1	
20	17	Orès Group	Auchan Global	2.0		2.0	1	
						2020(Jan-Jul)	130.7	207
						2019(Jan-Jul)	214.5	222
						YoY Comparison:	-39.1%	-6.8%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / July 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	Poltronesofà Italy, Discovery Communications Norway, Sweden	37.3		35.0	117
2	2	MediaCom	Vodafone UAE, Circle K Europe(9 Markets),	19.2	South Tyrol Switzerland	17.8	92
3	3	PHD	SAP Global, Apoteket Sweden Project, Miimosa France	16.5	TikTok Global	14.7	59
4	4	Havas Media	Eutelsat/Konnect Europe & Africa, Mango UK, Telefónica Spain, UK, Germany and Hispam	11.3	Emirates Airlines Global	8.3	24
5	5	Mindshare	BBVA Spain, Turkey Digital, Homeaway Italy, Playmobil Europe	6.7	Church of Norway	6.6	18
6	7	Universal McCann	Emirates Airlines Global, Energizer Global	4.5	Orbico Romania	4.5	2
7	6	Wavemaker	JODC MENA, South African Tourist Board Denmark, Fahrrad.de Germany	5.6	Montepio Portugal	4.4	35
8	8	Starcom	Intersnack Europe	6.0	P&G Turkey	4.1	4
9	10	Initiative	ELPE Greece, Modepark Roether Germany, A-Rosa Germany	7.2		3.9	20
10	9	Essence	Zoopla UK, ITV UK, Sainsbury's UK digital, Airbnb Global	3.5		3.5	4
11	-	Mediahub	Twitch EMEA, Moleskine UK	3.1		3.1	0
12	11	M/SIX	Fossil Group EMEA	2.0		2.0	2
13	12	Accenture Interactive	BBVA Global Digital	1.5		1.5	1
14-	13	Pilot Media	Miele Germany	0.6		0.6	1
14-	14	Shift Active Media	Brompton Bicycle Global	0.6		0.6	1
16	15	The Kite Factory	Lawn Tennis Association UK	0.5		0.5	2
17	16	Dentsu Aegis Network	Generali Global	2.4		0.4	1
18-	17	Yonder Media	FreeAgent UK	0.3		0.3	1
18-	18	Agenda21	Vanarama UK	0.3		0.3	1
18-	19	SYZGY	V&A UK Digital	0.3		0.3	1

2020(Jan-Jul)	103.7	406
2019(Jan-Jul)	133.1	595
YoY Comparison:	-22.1%	-31.8%

2020 Creative & Media (Jan-Jul)	234.4	613
2019 Creative & Media (Jan-Jul)	347.6	817
YoY Comparison:	-32.6%	-25.0%

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.