



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	VCCP	Walkers, Holland & Barrett, Toblerone Global, Green & Black	4.7		4.7	4
2=	11=	Saatchi & Saatchi	Fiat, Jeep, BT	3.4		3.4	2
2=	2	Wonderhood Studios	Three Mobile, Branston, Mizkan	3.4		3.4	2
4	3	Above+Beyond	Subway, Danone (Oykos)	2.2		2.2	5
5	4	Atomic	Heycar, Abellio	1.5		1.5	3
6=	5	Grey Group	Aunt Bessie's, The Very Group	1.4		1.4	2
6=	-	McGarryBowen	Asahi Super Dry Global	2.3		1.4	0
8	6	Driven	TotallyMoney, Villa Plus, Funding Circle	1.2		1.2	3
9=	7=	Leo Burnett	Premier Inn	1.1		1.1	2
9=	7=	Rapp	Samsung	1.1		1.1	1
9=	7=	New Commercial Arts	Halifax	1.1		1.1	1
12	10	Hitsearch	Orla Kiely, Iceland, Green Sheep Group	1.0		1.0	3
13	-	St Luke's	Ocado	1.5		1.0	2
14	-	Digitas	BT	0.9		0.9	1
15=	11=	Havas Worldwide	Toolstation Project	0.8		0.8	3
15=	11=	The & Partnership	Pets at Home, Lawn Tennis Association	0.8		0.8	2
15=	11=	Uncommon Creative Studio	Deliveroo Project	0.8		0.8	1
15=	-	VaynerMedia	Avon, Body Shop	0.8		0.8	1
19=	15=	Quiet Storm	Nutritious Delicious build brand awareness and fame	1.0	Yakult	0.7	3
19=	23	Creature	Eve Sleep	0.7		0.7	3
<b>2020 (Jan - Jul)</b>						<b>38.9</b>	<b>118</b>



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	Bethesda, IG Group, Barclays, Estee Lauder, McDonald's	7.7		7.7	6
2	2	MediaCom	Harviestoun Brewery, Cinch, Farfetch, Duracell, Free Train Digital	2.8		2.8	12
3	3	Essence	Sainsbury's digital, Zoopla, ITV	1.7		1.7	3
4	4	Havas Media	Mango, BBC, Open Money	1.6		1.6	3
5	5	Initiative	Deliveroo, Crisis Project	1.0		1.0	2
6	6	Carat	Lionsgate	0.8		0.8	1
7	7	Mediaplus	De'Longhi	0.8		0.8	1
8	-	Mediahub	Moleskine	0.5		0.5	1
9	8	The Kite Factory	Lawn Tennis Association, Brooke	0.4		0.4	2
10	9	Mindshare	Nested, Cotswold Company	0.3		0.3	2
11	18	PHD	ManoMano, Air France, Teach First	0.8	Sainsbury's digital	0.2	4
12=	10=	Yonder Media	Free Agent	0.2		0.2	1
12=	10=	Agenda21	Vanarama	0.2		0.2	1
12=	10=	SYZGY	V&A (Digital Media)	0.2		0.2	1
12=	10=	VCCP Media	Hattingley Valley	0.2		0.2	1
16	10=	Blue State	United Nations High Commissioner for Refugees	0.2		0.2	1
17	10=	Bountiful Cow	Camden Town Brewery	0.2		0.2	1
18	16=	Recipe	Maryland Cookies	0.1		0.1	1
19	16=	Arena Media	EDF Energy	0.1		0.1	1
20	19	The7Stars	Vision Express	0.6	Deliveroo	-0.3	1
<b>2020 (Jan - Jul)</b>						<b>18.4</b>	<b>49</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.