



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	Havas Worldwide	Starbucks Project, John West, Toolstation	48.9		38.4	92	
2	2	isobar	DKMS Switzerland Project, Kvik A/S Denmark Project, Hublot SA (LVMH) Switzerland Project	20.5		20.5	63	
3	3	VMLY&R	Intel Global, The Lee Brand Global, Zespri Global	15.7		15.7	3	
4	5	Scholz & Friends	AOK Germany, Sparkasse Germany, McDonald's Germany	14.0		14.0	3	
5	10	VCCP	Grupo San Miguel, Green & Black's UK, Toblerone Global UK, Walkers UK, Holland & Barrett UK, Kwik-Fit UK	12.5		12.5	16	
6	4	Serviceplan	BMW EMEA	16.5	AOK Germany	12.2	2	
7	6	New Commercial Arts	Vodafone Global, Halifax UK, World Out Of Home Org Global	11.9		11.9	4	
8	7	O.P.EN(Omnicom)	Peugeot Global	10.5		10.5	1	
9	8	Grey Group	Arpa Industriale (Fenix) Italy Project, Euroweb Internet GmbH Germany Project	9.9		9.9	56	
10	9	Saatchi & Saatchi	Peugeot Motorcycles Europe, Lu biscuits Germany	9.3		9.3	5	
11	18	Heimat	Gerolsteiner Germany, Smart Europe	6.5		6.5	2	
12	11	Fred & Farid	Longchamp Global	6.4		6.4	1	
13	12	Publicis	GSK Global Production, Barilla Europe	6.0		5.5	3	
14	13	R/GA	Le Creuset EMEA Digital, United Colours of Benetton UK digital	5.5		5.5	3	
15	14	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1	
16	15	Mediamonks	BMW EMEA	5.0		5.0	1	
17	16	Mother	Samsung UK, Doritos Europe	4.9		4.9	3	
18	19	Wonderhood Studios	Branston, Mizkan UK, Three Mobile UK	4.5		4.5	2	
19	36	TBWA	Facebook Portal UK, Beaverbrooks UK	4.5	Castorama France	4.0	3	
20	17	Wunderman Thompson	HSBC Global, Hastings Direct UK	4.5	Samsung UK CRM	4.0	2	
						2020(Jan-Oct)	284.2	454
						2019(Jan-Oct)	288.7	353
						YoY Comparison:	-1.5%	28.6%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	Molson Coors EMEA, Clas Ohlson Sweden, Bayerisches StMin Gesundheit Germany	45.1	Abbey Theatre Ireland	42.2	117
2	2	MediaCom	WBA Global, Pandora Germany, Auchan Poland	41.8	South Tyrol Switzerland	40.4	92
3	4	Havas Media	JDE Peet's UK, Agrolimen Europe	37.1	FDJ France	25.3	24
4	3	PHD	Clas Ohlson Finland, Liberi dalla Meningite Italy, Pladis Netherlands Project	17.8	Lindt France	13.2	59
5	5	Blue 449	FDJ France, Lindt France	10.1		10.1	0
6	6	Starcom	Loacker Italy, Betsonn Group Italy, Skilling Sweden	13.3	LinkedIn Germany	7.7	4
7	8	Wavemaker	Recordati EMEA, Vodafone Romania, Pirelli Italy	10.7	APT Servizi Emilia Romagna Italy	7.6	35
8	7	Mindshare	Zespri kiwi fruit Global, BBVA Spain, Turkey Digital, Homeaway Italy, Playmobil Europe	6.8	MTS Strategy Russia	5.5	18
9	9	Universal McCann	Emirates Airlines Global, Energizer Global	4.5	Intersnack Romania	4.3	2
10	10	Mediahub	Fuji Instax Europe, Twitch EMEA, Moleskine UK	4.1		4.1	0
11	11	Essence	Zoopla UK, ITV UK, Sainsbury's UK digital, Airbnb Global	3.5		3.5	4
12	12	Initiative	Hagebau Germany , Degroof Petercam Belgium , Aspiag Italy	7.9	Giovanni Rana Germany	3.2	20
13	13	M/SIX	Fossil Group EMEA	2.0		2.0	2
14	14	Mediplus	De'Longhi UK, ZDF Germany, Siemens Healthineers Global	3.0		2.0	1
15	36	Publicis Groupe	Francaise des Jeux France, Penotti Netherlands	2.1	Heineken brands Global ex Fr	1.5	0
16	15	Accenture Interactive	BBVA Global Digital	1.5		1.5	1
17	16	Trouble Maker	Asahi International EMEA	1.3		1.3	0
18	22	The Kite Factory	NSPCC UK, Book Aid UK, Sue Ryder UK	1.3		1.3	2
19	23	Spark Foundry	eOne Spain, Kontigo Poland, La Mutuelle Generale France	1.2		1.0	0
20	17	Yonder Media	FreeAgent UK, PROPER UK, Shelter UK	0.8		0.8	1

2020(Jan-Oct)	172.7	406
2019(Jan-Oct)	185.0	762
YoY Comparison:	-6.7%	-46.7%

2020 Creative & Media (Jan-Oct)	456.9	860
2019 Creative & Media (Jan-Oct)	473.8	1,115
YoY Comparison:	-3.6%	-22.9%

### 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](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.