



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	17.38		17.38	46
2	2	VCCP	Grupo San Miguel Project, Larios Gn, Holland & Barrett	9.57		9.57	16
3	17=	New Commercial Arts	Halifax, Vodafone Global, Uber Project	7.58		7.58	3
4	3	Saatchi & Saatchi	Fiat, Jeep, BT, Peugeot Motorcycles	3.82		3.82	2
5	4	R/GA	Siemens brand, United Colours of Benetton digital	3.41		3.41	2
6	5	Wonderhood Studios	Three Mobile, Branston, Mizkan	3.40		3.40	2
7	-	Other	Bloom & Wild	2.84		2.84	4
8	6	Above+Beyond	Subway, Danone (Oykos)	2.21		2.21	5
9	7	Mother	Samsung	2.21		2.21	2
10	-	TBWA	Facebook Portal, Beaverbrooks	1.94		1.94	2
11	12=	Digitas	BT, ShopAppy, Samsung CRM	1.64		1.64	3
12	-	Uncommon	Allbirds	1.62		1.62	3
13	8	Grey Group	Aunt Bessie's, The Very Group	1.60		1.60	3
14	9=	Atomic	Heycar, Abellio	1.47		1.47	3
15	9=	St Luke's	Ocado	1.45		1.45	2
16	11	McGarryBowen	Asahi Super Dry Global	2.29		1.41	0
17	12=	Uncommon Creative	Bother	1.29		1.29	2
18	14=	And Rising	Trinny London, Nio Cocktails	1.24		1.24	4
19	14=	Driven	TotallyMoney, Villa Plus, Funding Circle	1.20		1.20	3
20	14=	SEO Works	IPAG Business School SEO and Google Ads	1.18		1.18	3
2020 (Jan - Oct)						90.2	232



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	2	Havas Media	JDE Peet's, Agrolimen, John West, Mango, BBC, Open Money, EDF, Bumble	14.17		14.17	11
2	1	OMD	Bethesda, IG Group, Barclays, Estee Lauder, McDonald's	7.75		7.75	6
3	3	MediaCom	BMI HealthCare, Harviestoun Brewery, Cinch, Farfetch, Duracell	3.98		3.98	16
4	4	Essence	Sainsbury's digital, Zoopla, ITV	1.72		1.72	3
5	5	Initiative	Deliveroo, Crisis Project, BWX Project	1.03		1.03	3
6	9	The Kite Factory	NSPCC, Book Aid, Sue Ryder, Lawn Tennis Association, Brooke	0.95		0.95	5
7	6	Mediaplus	De'Longhi	0.76		0.76	1
8	7	Yonder Media	Free Agent, PROPER, Shelter	0.57		0.57	3
9	8	Mediahub	Moleskine	0.47		0.47	1
10	13	Walk-In Media	Buzz Bingo, Bother	0.44		0.44	2
11	10	Mindshare	Nested, Cotswold Company	0.35		0.35	2
12	23	Medialab	RNLI, Alzheimer's Society	0.31		0.31	2
13	12	Total Media	Manchester City FC	0.21		0.21	1
14	14=	Agenda21	Vanarama	0.19		0.19	1
15	14=	SYZYGY	V&A (Digital Media)	0.19		0.19	1
16	14=	VCCP Media	Hattingley Valley	0.19		0.19	1
17	17=	Blue State	United Nations High Commissioner for Refugees	0.16		0.16	1
18	17=	Space & Time	Anchor Hanover Group	0.16		0.16	1
19	19=	The Specialist Works	Abel & Cole	0.15		0.15	2
20	21	Recipe	Maryland Cookies	0.13		0.13	1
<b>2020 (Jan - Oct)</b>						<b>30.2</b>	<b>85</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.