



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	Plus500 UK Project, Sport England UK Project, Banque De France UK Project	61.0		50.5	115	
2	3	isobar	Garnier Denmark Project, Mester Gronn As Norway Project, DKMS Switzerland Project	32.1		32.1	94	
3	2	Publicis	Mondelēz Europe Production, Visa Global Production	24.0		23.5	5	
4	4	Wieden & Kennedy	Visa Europe	27.3	AirBNB Global	17.5	5	
5	5	VMLY&R	European Commission Project, AOK-Bundesverband Europe, Intel	18.1	TUI Global	16.6	5	
6	6	VCCP	Sonos Global, Grupo San Miguel, Green & Black's UK, Toblerone Global UK, Walkers UK	15.3		15.3	17	
7	7	Scholz & Friends	AOK Germany, Sparkasse Germany, McDonald's Germany	14.0		14.0	3	
8	8	Serviceplan	BMW EMEA, ZDF Germany	17.5	AOK Germany	13.2	3	
9	9	Le Pub (Publicis Group)	Heineken Global	12.0		12.0	1	
10	10	New Commercial Arts	Vodafone Global, Halifax UK, World Out Of Home Org Global	11.9		11.9	4	
11	12	O.P.EN(Omnicom)	Peugeot Global	10.5		10.5	1	
12	13	Grey Group	Karstadt GmbH Germany Project, Liberal Alliance Denmark, Pirelli Italy Project	10.2		10.2	62	
13	11	R/GA	National Bank of Kuwait UK, Moncler UK Digital, Benetton UK	8.9		8.9	13	
14	14	Heimat	Gerolsteiner Germany, Smart Europe, ZDF Germany	7.5		7.5	3	
15	15	Droga5	AirBNB Global, Combs Enterprises / DeLeon Global	7.1		7.1	3	
16	16	Fred & Farid	Longchamp Global	6.4		6.4	1	
17	17	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1	
18	18	Mediamonks	BMW EMEA	5.0		5.0	1	
19	19	Mother	Samsung UK, Doritos Europe	4.9		4.9	3	
20	20	Wonderhood Studios	Branston, Mizkan UK, Three Mobile UK	4.5		4.5	2	
						2020(Jan-Dec)	373.3	531
						2019(Jan-Dec)	367.9	424
						YoY Comparison:	1.5%	25.2%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	Schwarz Gruppe (Lidl & Kaufland) EMEA, AliExpress EMEA, Hepsi Burada Turkey	70.7	Abbey Theatre Ireland	67.8	241
2	2	MediaCom	A2A Italy Digital Media, Aperol France	46.7	EURO-net Poland	38.5	187
3	3	Havas Media	Oscaro.com France, Hasbro: Wizards of the Coast UK, Tetra Pak Europe	40.6	Hasco-Lek Poland	26.4	59
4	5	Wavemaker	Slovak Telekom Slovakia, Cameo/Dr Oetker Italy, Henkel Spain	26.8	Bitburger/Gerolsteiner Germany, Italy	21.5	154
5	4	PHD	South Tyrol Germany, Sovkombank Russia, A2A Italy	24.7	H&M UK	16.7	128
6	6	Omnicom Media Group	Sanofi Global ex US	11.0		11.0	1
7	7	Blue 449	Nutrition & Sante France, FDJ France, Lindt France	10.4		10.4	3
8	10	Starcom	Lidl France, Hasco-Lek Poland, Totalizator Poland	19.2	Answear.com Poland	9.7	37
9	11	Initiative	Doc Morris Germany, DG Comm Recovery Belgium, Akropole Latvia	10.3	Reckitt Benckiser Hungary	5.5	50
10	8	Mediahub	Little Moons UK, Fuji Instax Europe, Twitch EMEA, Moleskine UK	4.7		4.7	4
11	9	Universal McCann	Emirates Airlines Global, Energizer Global	4.5	Intersnack Romania	4.2	2
12	12	Essence	Zoopla UK, ITV UK, Sainsbury's UK digital, Airbnb Global	3.5		3.5	4
13	20	Spark Foundry	Pierre Fabre France, Avast UK, Kantar UK	3.3	4 Murs France	3.0	20
14	39	Zenith	Nestle UK, H&M UK, EURO-net Poland	12.0	Galderma EMEA	2.9	42
15	42	dentsu X	Galderma EMEA, JPMorgan Chase Global	2.5		2.3	7
16	13	M/SIX	Fossil Group EMEA	2.0		2.0	2
17	14	Mediaplus	De'Longhi UK, ZDF Germany, Siemens Healthineers Global	3.0		2.0	3
18	16	Publicis Groupe	Francaise des Jeux France, Penotti Netherlands	2.1	Heineken brands Global ex Fr	1.5	3
19	17	Accenture Interactive	BBVA Global Digital	1.5		1.5	1
20	18	Trouble Maker	Asahi International EMEA	1.3		1.3	3

2020(Jan-Dec)	240.1	1,083
2019(Jan-Dec)	228.7	922
YoY Comparison:	5.0%	17.5%

2020 Creative & Media (Jan-Dec)	613.4	1,614
2019 Creative & Media (Jan-Dec)	596.6	1,346
YoY Comparison:	2.8%	19.9%

### 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.