

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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	Banque De France Uk Project, Clarivate Uk Project, General Optical Council Uk Project	57.4		46.9	109	
2	13	Publicis	Mondelēz Europe Production, Visa Global Production	24.0		23.5	5	
3	2	isobar	DKMS Switzerland Project, Kvik A/S Denmark Project, Hublot SA (LVMH) Switzerland Project	20.5		20.5	63	
4	-	Wieden & Kennedy	Visa Europe	27.3	AirBNB Global	17.5	5	
5	3	VMLY&R	AOK-Bundesverband Europe, Intel Global, The Lee Brand Global, Zespri Global	17.7	TUI Global	16.2	4	
6	5	VCCP	Sonos Global, Grupo San Miguel, Green & Black's UK, Toblerone Global UK, Walkers UK	15.3		15.3	17	
7	4	Scholz & Friends	AOK Germany, Sparkasse Germany, McDonald's Germany	14.0		14.0	3	
8	6	Serviceplan	BMW EMEA, ZDF Germany	17.5	AOK Germany	13.2	3	
9	-	Le Pub (Publicis Group)	Heineken Global	12.0		12.0	1	
10	7	New Commercial Arts	Vodafone Global, Halifax UK, World Out Of Home Org Global	11.9		11.9	4	
11	14	R/GA	National Bank of Kuwait UK, Moncler UK Digital, Benetton UK	11.9		11.9	13	
12	8	O.P.EN(Omnicom)	Peugeot Global	10.5		10.5	1	
13	9	Grey Group	TaTaTu UK, Union Slovenia, IBSA Italy Project	10.0		10.0	59	
14	11	Heimat	Gerolsteiner Germany, Smart Europe, ZDF Germany	7.5		7.5	3	
15	65	Droga5	AirBNB Global, Combs Enterprises / DeLeon Global	7.1		7.1	3	
16	12	Fred & Farid	Longchamp Global	6.4		6.4	1	
17	15	Fold7	Kronenbourg 1664 Global ex UK	5.0		5.0	1	
18	16	Mediamonks	BMW EMEA	5.0		5.0	1	
19	17	Mother	Samsung UK, Doritos Europe	4.9		4.9	3	
20	18	Wonderhood Studios	Branston, Mizkan UK, Three Mobile UK	4.5		4.5	2	
						2020(Jan-Nov)	361.5	490
						2019(Jan-Nov)	346.3	380
						YoY Comparison:	4.4%	28.9%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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) UK Buying, Bitburger/Gerolsteiner Germany, Italy	55.3	Abbey Theatre Ireland	52.4	191
2	2	MediaCom	LIDL Ireland, QVC Germany, Premier Bathrooms, Bathing Solutions, Mobility Plus UK	44.3	South Tyrol Switzerland	42.8	172
3	3	Havas Media	PMU France, Tourism of Tenerife Spain, Prisma UK	39.7	Direct Assurance France	27.2	56
4	4	PHD	Saudi Tourism UAE, REWE Czech, Ferratum Finland	21.2	ViacomCBS networks Global ex US	14.1	111
5	7	Wavemaker	ViacomCBS networks Global ex US, Philips Global, JSC Progress Russia	18.6	Bitburger/Gerolsteiner Germany, Italy	13.4	124
6	-	Omnicom Media Group	Sanofi Global ex US	11.0		11.0	1
7	5	Blue 449	FDJ France, Lindt France	10.1		10.1	2
8	10	Mediahub	Little Moons UK, Fuji Instax Europe, Twitch EMEA, Moleskine UK	4.7		4.7	4
9	9	Universal McCann	Emirates Airlines Global, Energizer Global	4.5	Intersnack Romania	4.3	2
10	6	Starcom	Loacker Italy, Betsonn Group Italy, Skilling Sweden	13.3	Lidl UK Buying	4.2	26
11	12	Initiative	Direct Assurance France, Onitekaas Netherlands, Gereralli Insurance Greece	9.0	Giovanni Rana Germany	4.2	44
12	11	Essence	Zoopla UK, ITV UK, Sainsbury's UK digital, Airbnb Global	3.5		3.5	4
13	13	M/SIX	Fossil Group EMEA	2.0		2.0	2
14	14	Mediaplus	De'Longhi UK, ZDF Germany, Siemens Healthineers Global	3.0		2.0	3
15	-	Dentsu Red Star	Heineken brands	2.0		2.0	2
16	15	Publicis Groupe	Francaise des Jeux France, Penotti Netherlands	2.1	Heineken brands Global ex Fr	1.5	3
17	16	Accenture Interactive	BBVA Global Digital	1.5		1.5	1
18	17	Trouble Maker	Asahi International EMEA	1.3		1.3	3
19	18	The Kite Factory	NSPCC UK, Book Aid UK, Sue Ryder UK	1.3		1.3	5
20	19	Spark Foundry	eOne Spain, Kontigo Poland, La Mutuelle Generale France	1.2		1.0	11

2020(Jan-Nov)	193.4	872
2019(Jan-Nov)	188.1	786
YoY Comparison:	2.8%	10.9%

2020 Creative & Media (Jan-Nov)	554.9	1,362
2019 Creative & Media (Jan-Nov)	534.3	1,166
YoY Comparison:	3.9%	16.8%

### 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.