



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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 Project, Clarivate Project, General Optical Council Project	20.82		20.82	55
2	2	VCCP	Grupo San Miguel Project, Larios Gn, Holland & Barrett	9.57		9.57	16
3	5	R/GA	National Bank of Kuwait, Moncler Digital, Benetton	8.00		8.00	8
4	3	New Commercial Arts	Halifax, Vodafone Global, Uber Project	7.58		7.58	3
5	4	Saatchi & Saatchi	Fiat, Jeep, BT, Peugeot Motorcycles	3.82		3.82	2
6	6	Wonderhood Studios	Three Mobile, Branston, Mizkan	3.40		3.40	2
7	-	Huge	Citrix	3.39		3.39	5
8	7	Other	Bloom & Wild	2.84		2.84	4
9	8	Above+Beyond	Subway, Danone (Oykos)	2.21		2.21	5
10	9	Mother	Samsung	2.21		2.21	2
11	12	Uncommon	Allbirds, Quaker Oats	2.15		2.15	4
12	10	TBWA	Facebook Portal, Beaverbrooks	1.94		1.94	2
13	11	Digitas	BT, ShopAppy, Samsung CRM	1.64		1.64	3
14	13	Grey Group	TaTaTu, Aunt Bessie's, The Very Group	1.63		1.63	4
15	14	Atomic	Heycar, Abellio	1.47		1.47	3
16	15	St Luke's	Ocado	1.45		1.45	2
17	16	McGarryBowen	Asahi Super Dry Global	2.29		1.41	0
18	17	Uncommon Creative	Bother	1.29		1.29	2
19	19	Driven	TotallyMoney, Villa Plus, Funding Circle	1.20		1.20	3
20	20	SEO Works	IPAG Business School SEO and Google Ads	1.18		1.18	3
2020 (Jan-Nov)						100.9	258

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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 Media	Prismae, JDE Peet's, Agrolimen, John West, Mango, BBC	14.44		14.44	12
2	2	OMD	Schwarz Gruppe (Lidl) Buying, SSE Group Planning	12.79		12.79	10
3	3	MediaCom	Premier Bathrooms, Bathing Solutions, Mobility Plus	4.21		4.21	17
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	6	The Kite Factory	NSPCC, Book Aid, Sue Ryder, Lawn Tennis Association, Brooke	0.95		0.95	5
7	9	Mediahub	Little Moons, Moleskine	0.93		0.93	2
8	7	Mediaplus	De'Longhi	0.76		0.76	1
9	8	Yonder Media	Free Agent, PROPER, Shelter	0.57		0.57	3
10	10	Walk-In Media	Buzz Bingo, Bother	0.44		0.44	2
11	23	PHD	ManoMano, Air France, Teach First	1.20	Sainsbury's digital	0.41	5
12	-	Zenith	uSwitch	0.38		0.38	2
13	12	Medialab	RNLI, Alzheimer's Society	0.31		0.31	2
14	13	Total Media	Manchester City FC	0.21		0.21	1
15	14	Agenda21	Vanarama	0.19		0.19	1
16	15	SYZGY	V&A (Digital Media)	0.19		0.19	1
17	16	VCCP Media	Hattingley Valley	0.19		0.19	1
18	17	Blue State	United Nations High Commissioner for Refugees	0.16		0.16	1
19	18	Space & Time	Anchor Hanover Group	0.16		0.16	1
20	19	The Specialist Works	Abel & Cole	0.15		0.15	2
2020 (Jan-Nov)						33.5	95

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 or visit 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.