

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / Jan 2021

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	VCCP	Harpic, Vanish, Finish CRM, TFL	1.15		1.15	2
3	1	Havas Worldwide	The Football Association Project, Commonwealth Games England Project	0.46		0.46	2
2	37	Quiet Storm	Covonia	0.46		0.46	1
6	-	Droga5	Seat Cupra	0.38		0.38	1
4	30	The & Partnership	Lexus	0.38		0.38	1
5	-	Wunderman Thompson	Lexus	0.38		0.38	1
7	54	Karmarama	Esure	0.31		0.31	1
8	7	Huge	IT Client	0.08		0.08	1
9	9	Digitas		0.00	Lexus	(0.76)	0

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2021 Jan:

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## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / Jan 2021

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	3	MediaCom	JPMorgan Chase/Chase Bank UK	0.56		0.56	1
2	-	M/Six	National Express	0.53		0.53	1
3	6	Initiative	BUPA	0.31		0.31	1
4	28	PHD	Redbull	0.31		0.31	1
5	12	Wavemaker	Asahi Beverages	0.50	BUPA	0.19	1
6	-	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
7	14	Total Media	MG Cars	0.15		0.15	1
8	-	Goodstuff Communications	Christian Aid	0.11		0.11	1
9	2	OMD	Sisal	0.00		0.00	1
					2021 Jan	1.8	9

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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.cc 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 R0I. om