



## 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
<b>2021 Jan:</b>						<b>2.8</b>	<b>10</b>

