



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	Havas Worldwide	Veolia France Project , Ulysse Nardin France Project , Edf France Project	11.5		11.5	49
2	1	TBWA	Air France Global, Le Chocolat des Francais France	6.1	SNCF France	5.1	2
3	-	New Commercial Arts	MoneySupermarket UK, Habitat UK	4.4		4.4	2
4	5	Publicis	SNCF France, Infiniti Global	3.8	Gu Puds UK	3.3	3
5	3	MullenLowe Group	Bumble France, Mahou/San Miguel Spain, Nutella UK Project, Bahlsen UK	3.3		3.3	5
6	-	Wieden & Kennedy	Evian Global	2.4		2.4	1
7	6	VMLY&R	Federal Ministry For Economic Affairs And Energy Germany Project	2.0		2.0	2
8	4	VCCP	Harpic, Vanish, Finish UK CRM	1.5		1.5	2
9	-	Ogilvy	Absolut Global	1.5		1.5	1
10	-	Mother	Pepsi UK	1.2		1.2	1
11	7	The Game Group	BMW Germany	1.0		1.0	1
12	13	Dark Horses	TikTok Euro 2020 sponsorship Europe, Just Eat Takeaway.com UK	1.0		1.0	2
13	-	Red Brick Road	West Cornwall Pasty, Urban Eat UK, Derwent UK	1.0		1.0	2
14	-	Buzzman	Feu Vert France	0.8		0.8	1
15	8	Quiet Storm	Covonia UK	0.6		0.6	1
16	-	Neverland	Tetley Tea UK	0.6		0.6	1
17	-	FCB	Global Cosmetics Brand UK	0.6		0.6	2
18	9	Scholz & Friends	VW hybrids Germany	0.5		0.5	1
19	10	Droga5	Seat Cupra UK	0.5		0.5	1
20	11	Wunderman Thompson	Lexus UK	0.5		0.5	1

2021 (Jan-Feb):	46.2	99
2020 (Jan-Feb):	45.6	48
YoY Comparison:	1.3%	106.3%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	1	Havas Media	Schwarz Lidl Poland, Wawel Poland, Pekao Poland	15.3	National Express UK	14.6	25
2	-	GroupM	Henkel Germany	8.0		8.0	1
3	2	Universal McCann	Honda Europe	4.0		4.0	1
4	6	MediaCom	Rosgostrach Russia, JPMorgan Chase/Chase Bank UK , ManyPets Sweden , G-onn,komili Turkey	2.8		2.8	16
5	3	Aura by Omnicom	Air France Global	2.8		2.8	1
6	52	Wavemaker	Axel Springer Germany, Oppo Italy, Blomsterlandet Sweden	6.8	RENAULT Turkey	2.5	46
7	5	PHD	Redbull UK , Oleofam Poland , Telenor Hungary	2.1		2.1	25
8	24	Mindshare	Carnext Italy, Nederlandse Spoorwegen Netherlands, eObuwie Slovakia	1.6		1.6	10
9	4	Publicis Media	Reckitt Benckiser DACH	1.5		1.5	1
10	-	MullenLowe Mediahub	New Balance Europe	1.0		1.0	1
11	12	OMD	RENAULT Turkey, OYAK ENERJI Turkey, International Cookware France	2.9	Klosterfrau Germany	0.8	14
12	7	M/SIX	National Express UK	0.7		0.7	1
13	9	AMS Media	Nature's Bounty, Solgar UK	0.3		0.3	1
14	10	Total Media	MG Cars UK	0.2		0.2	1
15	48	Vizeum	UNICEF UK	0.2		0.2	1
16	11	Goodstuff Communications	Christian Aid UK	0.2		0.2	1
17	22	The Kite Factory	White Claw UK	0.2	UNICEF UK	0.0	1

2021 (Jan-Feb):	35.8	157
2020 (Jan-Feb):	30.7	135
YoY Comparison:	16.6%	16.3%

2021 Creative & Media (Jan-Feb):	82.0	256
2020 Creative & Media (Jan-Feb):	76.3	183
YoY Comparison:	7.5%	39.9%

### 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.