



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	-	New Commercial Arts	MoneySupermarket , Habitat	3.36		3.36	2
2	3	Havas Worldwide	University of Sussex Project , Whitbread Group PLC Project	3.21		3.21	20
3	-	MullenLowe Group	Nutella Project , Bahlsen	1.18		1.18	2
4	1	VCCP	Harpic, Vanish, Finish CRM, TFL	1.15		1.15	2
5	-	Mother	Pepsi	0.92		0.92	1
6	-	Red Brick Road	West Cornwall Pasty, Urban Eat , Derwent	0.76		0.76	2
7	2	Quiet Storm	Covonia	0.46		0.46	1
8	-	Neverland	Tetley Tea	0.46		0.46	1
9	-	FCB	Global Cosmetics Brand	0.46		0.46	2
10	6	Droga5	Seat Cupra	0.38		0.38	1
11	4	The & Partnership	Lexus	0.38		0.38	1
12	5	Wunderman Thompson	Lexus	0.38		0.38	1
13	-	inhouse creative	M&S Food	0.38		0.38	1
14	-	Leo Burnett	Comic Relief	0.38		0.38	1
15	-	St Luke's	Gu Puds	0.38		0.38	1
16	-	Forever Beta	Mambu	0.38		0.38	1
17	-	Hearts & Minds	Luxury Cottages	0.38		0.38	1
18	-	Dark Horses	Just Eat Takeaway.com	0.38		0.38	1
19	7	Karmarama	Esure	0.31		0.31	1
20	-	Lucky Generals	SSE Energy Services	0.31		0.31	1
<b>2021 (Jan-Feb):</b>						<b>15.1</b>	<b>46</b>

