

# 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
						45.4	40

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2021 (Jan-Feb): 15.1 46



## 2021 MEDIA 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	1	MediaCom	JPMorgan Chase/Chase Bank UK	1.08		1.08	2
2	3	Initiative	BUPA	0.69		0.69	1
3	2	M/Six	National Express	0.53		0.53	1
4	5	Wavemaker	Asahi Beverages, Department for Education, elf Cosmetics	1.03	BUPA	0.34	4
5	4	PHD	Redbull	0.31		0.31	1
6	6	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
7	7	Total Media	MG Cars	0.15		0.15	1
8	-	Vizeum	UNICEF	0.13		0.13	1
9	8	Goodstuff Communications	Christian Aid	0.11		0.11	1
10	12	The Kite Factory	White Claw	0.15	UNICEF	0.02	1
11	9	OMD	Sisal	0.00		0.00	1
					2021 (Jan-Feb):	2.8	15

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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