



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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 Worldwide	Volkswagen UK, GSK UK Project, SANOFI UK Project	31.6		31.6	108	
2	2	TBWA	Air France Global, Le Chocolat des Francais France	6.1	SNCF France	5.1	2	
3	3	Publicis	SNCF France, Infiniti Global, Barilla Global	5.6	Gu Puds UK	5.1	4	
4	12	Wunderman Thompson	Lexus UK, Barilla France social	4.5		4.5	3	
5	4	New Commercial Arts	MoneySupermarket UK, Habitat UK	4.4		4.4	2	
6	5	Ogilvy	Absolut Global, Enterprise Holdings Global	3.9		3.9	2	
7	6	The & Partnership	Lexus UK, LG TVs Global	3.7		3.7	2	
8	7	MullenLowe Group	Bumble France, Mahou/San Miguel Spain, Nutella UK Project, Bahlsen UK	3.3		3.3	5	
9	8	Buzzman	Feu Vert France, Citroen Global social	2.8		2.8	2	
10	9	Wieden & Kennedy	Evian Global	2.4		2.4	1	
11	10	DDB	Salomon Global, Graze snacks UK	2.6	Seat Cupra UK	1.7	3	
12	11	VCCP	Harpic, Vanish, Finish UK CRM	1.5		1.5	2	
13	13	Mother	Pepsi UK	1.2		1.2	1	
14	14	The Game Group	BMW Germany	1.0		1.0	1	
15	15	Dark Horses	TikTok Euro 2020 sponsorship Europe, Just Eat Takeaway.com UK	1.0		1.0	2	
16	16	Red Brick Road	West Cornwall Pasty, Urban Eat UK, Derwent UK	1.0		1.0	2	
17	-	Isobar	BNP Paribas France, Zbyszko Company S.A. Poland, Kikkoman Poland	1.0		1.0	9	
18	17	Grey Group	Doc della Venezie Italy Project, Istituto Europeo DI Oncologia Sri Italy Project	1.4		0.9	12	
19	-	Finn Partners	Trip.com Global	0.8		0.8	1	
20	19	Quiet Storm	Covonia UK	0.6		0.6	1	
						2021 (Jan-Mar):	86.0	189
						2020 (Jan-Mar):	53.6	54
						YoY Comparison:	60.5%	250.0%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	Carrefour Digital Spain, Loteries de Catalunya Spain, Telia Estonia	17.4	National Express UK	16.6	33
2	2	GroupM	Henkel Germany	8.0		8.0	1
3	6	Wavemaker	Schwarz Group (Lidl) Netherlands, Bumble Global, Sundhedsstyrelsen Denmark	11.0	BSH Sweden	5.5	74
4	7	PHD	H&M Germany, BIC France, BIC Russia	4.2		4.2	36
5	3	Universal McCann	Honda Europe	4.0		4.0	1
6	22	Zenith	Bears Ukraine, Henkell Freixenet Poland, Nomad Foods Serbia	4.2		4.0	22
7	8	Mindshare	Oppo Italy, Carnext Italy, Nederlandse Spoorwegen Netherlands, eObuwie Slovakia	3.7		3.7	17
8	4	MediaCom	The Baloise Group Switzerland, Glenmark Pharmaceuticals Russia, Zweirad Einkaufs Genossenschaft Germany	3.5	Sonans Privatgymnas Norway	3.5	26
9	5	Aura by Omnicom	Air France Global	2.8		2.8	1
10	20	Mediahub	New Balance Europe	2.8		2.8	2
11	15	iProspect	UNICEF UK, LinkedIn Global digital,	1.9		1.9	3
12	11	OMD	Canva UK, UNICEF Germany, Sparda-Bank München Germany	4.6	Klosterfrau Germany	1.9	31
13	9	Publicis Media	Reckitt Benckiser DACH	1.5		1.5	1
14	26	Performics	CybeRefund Srl Italy	1.1		1.1	4
15	12	M/SIX	National Express UK	0.7		0.7	1
16	53	Spark Foundry	Agata Poland, Ajinomoto Poland	0.9		0.6	5
17	50	Initiative	MG Italy	1.9		0.4	13
18	13	AMS Media	Nature's Bounty, Solgar UK	0.3		0.3	1
19	19	Blue 449	Fondation Abbé Pierre France	0.3		0.3	1
20	47	Bountiful Cow	Slimming Clinic UK	0.3		0.3	1

2021 (Jan-Mar):	60.5	290
2020 (Jan-Mar):	34.8	142
YoY Comparison:	73.7%	104.2%

2021 Creative & Media (Jan-Mar):	146.5	479
2020 Creative & Media (Jan-Mar):	88.4	196
YoY Comparison:	65.7%	144.4%

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 ADFX 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 eras@r3na.com or

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