



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	2	Havas Worldwide	Volkswagen, GSK Project, SANOFI Project	9.77		9.77	34
2	1	New Commercial Arts	MoneySupermarket , Habitat	3.36		3.36	2
3	3	MullenLowe Group	Nutella Project , Bahlsen	1.18		1.18	2
4	4	VCCP	Harpic, Vanish, Finish CRM, TFL	1.15		1.15	2
5	5	Mother	Pepsi	0.92		0.92	1
6	6	Red Brick Road	West Cornwall Pasty, Urban Eat , Derwent	0.76		0.76	2
7		VMLY&R	Department of Transportation	0.76		0.76	1
8	7	Quiet Storm	Covonia	0.46		0.46	1
9	8	Neverland	Tetley Tea	0.46		0.46	1
10	9	FCB	Global Cosmetics Brand	0.46		0.46	2
11		Fold7	Mettle	0.46		0.46	1
12	10	Droga5	Seat Cupra	0.38		0.38	1
13	11	The & Partnership	Lexus	0.38		0.38	1
14	12	Wunderman Thompson	Lexus	0.38		0.38	1
15	13	inhouse creative	M&S Food	0.38		0.38	1
16	14	Leo Burnett	Comic Relief	0.38		0.38	1
17	15	St Luke's	Gu Puds	0.38		0.38	1
18	16	Forever Beta	Mambu	0.38		0.38	1
19	17	Hearts & Minds	Luxury Cottages	0.38		0.38	1
20	18	Dark Horses	Just Eat Takeaway.com	0.38		0.38	1
2021 (Jan-Mar):						23.7	66



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	14	Mediahub	New Balance Europe	1.34		1.34	2
2	1	MediaCom	W'Air, JPMorgan Chase/Chase Bank UK	1.13		1.13	3
3	33	Starcom	Vinted	1.10		1.10	1
4	12	Zenith	Nomad Foods	0.88		0.69	1
5	2	Initiative	BUPA	0.69		0.69	1
6	3	M/Six	National Express	0.53		0.53	1
7	11	OMD	Sisal, Canva	0.38		0.38	2
8	28	Mindshare	Sports Client	0.38		0.38	1
9	4	Wavemaker	Asahi Beverages, Department for Education, elf Cosmetics	1.03	BUPA	0.34	4
10	5	PHD	Redbull	0.31		0.31	1
11	6	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
12	30	Bountiful Cow	Slimming Clinic	0.19		0.19	1
13	7	Total Media	MG Cars	0.15		0.15	1
14	8	iProspect	UNICEF	0.13		0.13	1
15	9	Goodstuff Communications	Christian Aid	0.11		0.11	1
16	10	The Kite Factory	White Claw	0.15	UNICEF	0.02	1
2021 (Jan-Mar):						7.0	24

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 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 ROI.