



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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, Asda UK, GSK Biopharma UK, Spirax-Sarco Engineering UK Project	44.3		44.3	138	
2	-	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1	
3	5	New Commercial Arts	Zurich Insurance Global, MoneySupermarket UK, Habitat UK	7.4		7.4	3	
4	6	Ogilvy	World of Hyatt Global, Absolut Global, Enterprise Holdings Global	6.3		6.3	3	
5	2	TBWA	Schweppes (Suntory) Europe, Air France Global, Le Chocolat des Francais France	8.1	Groupon Global	6.1	3	
6	9	Buzzman	B&B Hotels France, Feu Vert France, Citroen Global social	4.8		4.8	3	
7	4	Wunderman Thompson	Lexus UK, Barilla France social	4.5		4.5	3	
8	-	Oddity	Bonprix Europe	4.0		4.0	1	
9	-	Serviceplan	Tchibo Germany, CDU Christian Democrats Germany	4.0		4.0	2	
10	7	The & Partnership	Lexus UK, LG TVs Global	3.7		3.7	2	
11	11	DDB	Diageo brands N Europe, Salomon Global, Graze snacks UK	4.6	Seat Cupra UK	3.7	4	
12	18	Grey Group	Hydro Germany Project	3.9		3.4	14	
13	3	Publicis	SNCF France, Infiniti Global, Barilla Global	5.6	Ricola Europe	3.1	4	
14	-	180	Rockstar Energy Europe	3.0		3.0	1	
15	17	Isobar	Reckitt Benckiser France Project, BNP Paribas France, Zbyszko Company S.A. Poland, Kikkoman Poland	2.6		2.6	28	
16	12	VCCP	LinkedIn UK, Harpic, Vanish, Finish UK CRM	2.5		2.5	3	
17	24	Scholz & Friends	VW Commercial Vehicles Global, VW hybrids Germany	5.5	Tchibo Germany	2.5	2	
18	10	Wieden & Kennedy	Evian Global	2.4		2.4	1	
19	-	Marcel	Mikado France	2.0		2.0	1	
20	-	Jung von Matt	Ricola Europe	2.0		2.0	1	
						2021 (Jan-Apr):	135.6	303
						2020 (Jan-Apr):	89.0	94
						YoY Comparison:	52.3%	222.3%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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	-	Publicis Groupe	Stellantis Global	24.0		24.0	1
2	1	Havas Media	Laboratoires Filorga Global , Beelivery UK , Paradores España Spain	20.1	National Express UK	19.3	44
3	3	Wavemaker	Mark Anthony Brands Ireland , Eolo Italy , NCOI education group Netherlands	15.4	BSH Sweden	9.9	100
4	2	GroupM	Henkel Germany	8.0		8.0	1
5	12	OMD	L'oreal Greece , Vorwerk Germany	10.6	Klosterfrau Germany	8.0	40
6	17	Initiative	MG Italy , Amazon WFS UK, Germany, France, NatWest Group UK	6.9		5.4	19
7	4	PHD	BIC Spain, NENT (Viaplay) Poland, Smile2impress Spain	4.7		4.7	45
8	5	Universal McCann	Honda Europe	4.0		4.0	1
9	7	Mindshare	Oppo Italy, Carnext Italy, Nederlandse Spoorwegen Netherlands, eObuwie Slovakia	3.7	BIC Italy	3.7	17
10	8	MediaCom	Hurtigruten as Norway, Xiaomi Denmark, Svea Solar Sweden	4.3	Nikon Europe	3.2	35
11	9	Aura by Omnicom	Air France Global	2.8		2.8	1
12	10	Mediahub	New Balance Europe	2.8		2.8	2
13	6	Zenith	Bears Ukraine, Henkell Freixenet Poland, Nomad Foods Serbia	4.2	NatWest Group UK	2.3	22
14	11	iProspect	UNICEF UK, LinkedIn Global digital,	1.9		1.9	3
15	13	Publicis Media	Reckitt Benckiser DACH	1.5		1.5	1
16	14	Performics	CybeRefund Srl Italy	1.1		1.1	4
17	26	Mediaplus	Nikon Europe	1.0		1.0	1
18	15	M/SIX	National Express UK	0.7		0.7	1
19	16	Spark Foundry	Agata Poland, Ajinomoto Poland	0.9		0.6	5
20	31	The Specialist Works	FreeSat UK	0.5		0.5	1

2021 (Jan-Apr):	102.7	363
2020 (Jan-Apr):	51.9	245
YoY Comparison:	97.9%	48.2%

2021 Creative & Media (Jan-Apr):	238.3	666
2020 Creative & Media (Jan-Apr):	140.9	339
YoY Comparison:	69.1%	96.5%

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.