



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	2	Havas Worldwide	Volkswagen, GSK Project, SANOFI Project	15.80		15.80	48
2	1	New Commercial Arts	MoneySupermarket , Habitat	3.36		3.36	2
3	3	MullenLowe Group	Nutella Project , Bahlsen	1.20		1.20	4
4	4	VCCP	Harpic, Vanish, Finish CRM, TFL	1.91		1.91	3
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
<b>2021 (Jan-Apr):</b>						<b>30.9</b>	<b>85</b>



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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
<b>1</b>	5	Initiative	BUPA, NatWest Group, Amazon WFS	<b>1.98</b>		<b>1.98</b>	3
<b>2</b>	1	Mediahub	New Balance Europe	<b>1.34</b>		<b>1.34</b>	2
<b>3</b>	2	MediaCom	W'Air, JPMorgan Chase/Chase Bank UK	<b>1.13</b>		<b>1.13</b>	3
<b>4</b>	3	Starcom	Vinted	<b>1.10</b>		<b>1.10</b>	1
<b>5</b>	7	OMD	Sisal, Canva	<b>0.78</b>		<b>0.78</b>	2
<b>6</b>	6	M/Six	National Express	<b>0.53</b>		<b>0.53</b>	1
<b>7</b>	10	PHD	Redbull	<b>0.46</b>		<b>0.46</b>	1
<b>8</b>	8	Mindshare	Sports Client	<b>0.38</b>		<b>0.38</b>	1
<b>9</b>	27	The Specialist Works	FreeSat	<b>0.38</b>		<b>0.38</b>	1
<b>10</b>	9	Wavemaker	Asahi Beverages, Department for Education, elf Cosmetics	<b>1.03</b>	BUPA	<b>0.34</b>	4
<b>11</b>	11	AMS Media	Nature's Bounty, Solgar	<b>0.19</b>		<b>0.19</b>	1
<b>12</b>	12	Bountiful Cow	Slimming Clinic	<b>0.19</b>		<b>0.19</b>	1
<b>13</b>	13	Total Media	MG Cars	<b>0.15</b>		<b>0.15</b>	1
<b>14</b>	14	iProspect	UNICEF	<b>0.13</b>		<b>0.13</b>	1
<b>15</b>	15	Goodstuff Communications	Christian Aid	<b>0.11</b>		<b>0.11</b>	1
<b>16</b>	16	The Kite Factory	White Claw	<b>0.15</b>	UNICEF	<b>0.02</b>	1
<b>2021 (Jan-Apr):</b>						<b>8.2</b>	<b>28</b>

**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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.