



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	BIS UK, Funding Circle UK Project, Volkswagen UK, Asda UK	50.8		50.8	159	
2	5	TBWA	Philips Global, Schweppes (Suntory) Europe, Air France Global	23.1	Groupon Global	21.1	4	
3	2	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1	
4	3	New Commercial Arts	Zurich Insurance Global, MoneySupermarket UK, Habitat UK	7.4		7.4	3	
5	4	Ogilvy	France Invest France, World of Hyatt Global, Absolut Global, Enterprise Holdings Global	7.0		7.0	5	
6	11	DDB	Peloton Global Project, Diageo brands N Europe, Salomon Global, Graze snacks UK	7.0	Seat Cupra UK	6.1	5	
7	7	Wunderman Thompson	Lorina France, Lexus UK, Barilla France social	5.9		5.9	5	
8	-	Saatchi & Saatchi	Oreo Europe, British Heart Foundation UK	5.5		5.5	2	
9	6	Buzzman	Celio Europe, B&B Hotels France, Feu Vert France, Citroen Global social	5.3		5.3	4	
10	8	Oddity	Bonprix Europe	4.0		4.0	1	
11	9	Serviceplan	Tchibo Germany, CDU Christian Democrats Germany	4.0		4.0	2	
12	12	Grey Group	Board of Education Denmark Project, Yakuit Honsha Denmark Project	4.3		3.8	17	
13	10	The & Partnership	Lexus UK, LG TVs Global	3.7		3.7	2	
14	13	Publicis	SNCF France, Infiniti Global, Barilla Global	5.6	Ricola Europe	3.1	4	
15	14	180	Rockstar Energy Europe	3.0		3.0	1	
16	23	M&C Saatchi	Amazon Logistics	3.4		2.9	45	
17	16	VCCP	LinkedIn UK, Harpic, Vanish, Finish UK CRM	2.9		2.9	4	
18	21	FCB	The Body Shop Global, Global Cosmetics Brand UK	1.6		1.6	3	
19	55	Lucky Generals	Virgin Atlantic UK, PGL Travel UK	2.7		2.7	4	
20	15	Isobar	Reckitt Benckiser France Project, BNP Paribas France, Zbyszko Company S.A. Poland, Kikkoman	2.6		2.6	28	
						2021 (Jan-May):	198.6	412
						2020 (Jan-May):	97.9	106
						YoY Comparison:	102.9%	288.7%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	Publicis Media	Stellantis Global, Lindt & Spruengli Europe	25.0		25.0	3
2	2	Havas Media	UKTV UK, Movistar Proseur Spain, NOS Portugal	22.3	National Express UK	21.6	51
3	5	OMD	Philips Global, Motorway UK, Tony's Germany	18.5	Klosterfrau Germany	14.2	50
4	3	Wavemaker	MDLBeast MENA, Ministry of Health Greece, Lidl Hellas Greece	18.0	BSH Sweden	12.3	119
5	6	Initiative	Cigna Global, National Lottery Belgium, INVENTOR S.A Greece	12.9		11.4	26
6	4	GroupM	Henkel Germany	8.0		8.0	1
7	7	PHD	Woolrich Italy, BIC Sweden, Star Entertainment Spain	5.1		4.7	50
8	8	Universal McCann	Honda Europe	4.6	Pernod Ricard Italy	4.4	3
9	10	MediaCom	Arcade & Bingo Netherlands, VGZ Netherlands, Cedrob Poland	5.4	Nikon Europe	4.4	42
10	9	Mindshare	Oppo Italy, Carnext Italy, Nederlandse Spoorwegen Netherlands, eObuwie Slovakia	3.7	BIC Italy	3.7	17
11	11	Aura by Omnicom	Air France Global	2.8		2.8	1
12	12	Mediahub	New Balance Europe	2.8		2.8	2
13	14	iProspect	UNICEF UK, LinkedIn Global digital,	1.9		1.9	3
14	16	Performics	FCA Italy, CybeRefund Srl Italy, JLR Italy	1.1		1.1	4
15	17	Mediaplus	Nikon Europe	1.0		1.0	1
16	24	Total Media	MG Cars UK, Aqua Pura UK, Lintbells UK	0.9		0.9	4
17	18	M/SIX	National Express UK	0.7		0.7	1
18	26	The Kite Factory	White Claw UK, Wargaming UK, First Vet UK, Pure Cremation UK	0.9	UNICEF UK	0.7	4
19	19	Spark Foundry	Agata Poland, Ajinomoto Poland	0.9		0.6	5
20	20	The Specialist Works	FreeSat UK	0.5		0.5	1

2021 (Jan-May):	113.6	440
2020 (Jan-May):	66.8	302
YoY Comparison:	69.9%	45.7%

2021 Creative & Media (Jan-May):	312.2	852
2020 Creative & Media (Jan-May):	164.7	408
YoY Comparison:	89.5%	108.8%

### 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.