



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	Volkswagen, GSK Project, Liberty Speciality Market Project, BIS	17.67		17.67	54
2	2	New Commercial Arts	MoneySupermarket , Habitat	3.36		3.36	2
3	4	VCCP	Harpic, Vanish, Finish CRM, TFL	2.21		2.21	4
4	25	Lucky Generals	Virgin Atlantic, PGL Travel, SSE Energy Services	2.07		2.07	4
5	22	Uncommon	Google, Wagamama, Merchant Gourmet, Twinings	1.91		1.91	4
6	7	VMLY&R	Department of Transportation	1.22		1.22	2
7	-	R/GA	Allianz Global Digital, Vollebak Digital	1.18		1.18	2
8	-	Brothers & Sisters	Center Parcs, Strike	1.18		1.18	2
9	12	Droga5	Pinterest, Seat Cupra	1.15		1.15	2
10	18	Forever Beta	Mambu, Decathlon	1.15		1.15	2
11	-	Pablo	DFS Furniture	1.53		1.15	1
12	-	Tribal Worldwide	Volkswagen Digital	1.06		1.06	1
13	14	Wunderman Thompson	Lexus	0.99		0.99	2
14	26	Huge	IT Client	0.96		0.96	2
15	-	Snap London	PartyCasino and PartyPoker	0.92		0.92	1
16	5	Mother	Pepsi	0.92		0.92	1
17	-	Harbour Collective	Tilney Smith & Williamson, Suicide & Co, Techsembly	0.79		0.79	3
18	6	Red Brick Road	West Cornwall Pasty, Urban Eat , Derwent	0.76		0.76	2
19	20	Dark Horses	Just Eat Takeaway.com	0.76		0.76	2
20	-	Trouble Maker	Oppo Social	0.76		0.76	1
<b>2021 (Jan-May):</b>						<b>54.5</b>	<b>180</b>



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	Initiative	BUPA, NatWest Group, Amazon WFS	3.55		3.55	3
2	4	Starcom	Vinted	3.54		3.54	2
3	2	Mediahub	New Balance Europe, Pinterest	1.34		1.34	3
4	3	MediaCom	W'Air, JPMorgan Chase/Chase Bank UK	1.13		1.13	3
5	5	OMD	Sisal, Canva, Motorway	0.99		0.99	3
6	13	Total Media	MG Cars, Aqua Pura, Lintbells	0.69		0.69	4
7	7	PHD	Redbull	0.67		0.67	2
8	6	M/Six	National Express	0.53		0.53	1
9	16	The Kite Factory	White Claw, Wargaming, First Vet, Pure Cremation	0.65	UNICEF	0.52	4
10	10	Wavemaker	Asahi Beverages, Department for Education, elf Cosmetics, Pass Me First	1.14	BUPA	0.45	6
11	8	Mindshare	Sports Client	0.38		0.38	1
12	9	The Specialist Works	FreeSat	0.38		0.38	1
13	35	Havas Media	UKTV	0.86		0.32	3
14	15	Goodstuff Communications	Christian Aid	0.23		0.23	3
15	11	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
16	12	Bountiful Cow	Slimming Clinic	0.19		0.19	1
17	-	Universal McCann	Purplebricks, Enterprise Alamo National rental, Honda	0.19		0.19	3
18	-	Tlpi Group	Uptime	0.17		0.17	1
19	21	Medialab	World Wildlife Fund	0.17		0.17	1
20	30	Digitas	E.ON (Performance)	0.17		0.17	1
<b>2021 (Jan-May):</b>						<b>13.7</b>	<b>56</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.