



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jun 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	Curamcare UK, HMC Schools UK Project, MICROSOFT UK Project	60.4		60.4	183
2	2	TBWA	Philips Global, Schweppes (Suntory) Europe, Air France Global	23.1	Facebook Portal UK	20.6	4
3	4	New Commercial Arts	Sainsbury's beauty UK, Alzheimer's Society UK	8.9		8.9	5
4	3	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1
5	11	Serviceplan	LG Electronics Europe, Tchibo Germany, CDU Christian Democrats Germany	8.0		8.0	3
6	5	Ogilvy	France Invest France, World of Hyatt Global, Absolut Global, Enterprise Holdings Global	7.0	Trident gum Europe	6.5	5
7	6	DDB	Peloton Global Project, Diageo brands N Europe, Salomon Global, Graze snacks UK	7.0	Seat Cupra UK	6.1	5
8	7	Wunderman Thompson	Lorina France, Lexus UK, Barilla France social	5.9		5.9	5
9	20	Isobar	Carlsberg Polska Sp. z o. o Poland Project, SEB SA Poland Project	5.5		5.5	57
10	9	Buzzman	Celio Europe, B&B Hotels France, Feu Vert France, Citroen Global social	5.3		5.3	4
11	28	R/GA	Allianz UK Digital, AutoStore - Pio Brand Creation UK, IKEA Family	5.2		5.2	5
12	8	Saatchi & Saatchi	Oreo Europe, British Heart Foundation UK	5.5	Betway Germany	4.5	2
13	12	Grey Group	IB Germany Various, Montblanc Germany Various, Magasin Denmark Various	4.7		4.2	20
14	10	Oddity	Bonprix Europe	4.0		4.0	1
15	16	M&C Saatchi	Amazon Logistics, Healthcode UK Project, London Legacy Audience Segmentation UK Project	4.5		4.0	54
16	19	Lucky Generals	Virgin Atlantic UK, PGL Travel UK , Ovo Energy UK	3.7		3.7	5
17	13	The & Partnership	Lexus UK, LG TVs Global	3.7		3.7	2
18	23	Uncommon	Method Products Global , Museum of London UK	3.5		3.5	5
19	14	Publicis	SNCF France, Infiniti Global, Barilla Global	5.6	Ricola Europe	3.1	4
20	15		180 Rockstar Energy Europe	3.0		3.0	1
2021 (Jan-Jun):						238.7	531
2020 (Jan-Jun):						117.1	186
YoY Comparison:						103.8%	185.5%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jun 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 Media	AOK Germany, Aldi Spain, Correos Spain	26.2	National Express UK	25.4	58
2	1	Publicis Media	Stellantis Global, Lindt & Spruengli Europe	25.0		25.0	3
3	4	Wavemaker	McArthurGlen EMEA, Flixbus Germany, Miele Germany	25.1	BSH Sweden	18.3	133
4	13	iProspect	Fastweb Italy, Engie Italy, Galliance France	15.9		15.9	7
5	3	OMD	Tony's Germany, Svenska Spel Sport & Casino Sweden, SSE Airtricity Ireland	19.3	Klosterfrau Germany	15.0	55
6	5	Initiative	Cigna Global, National Lottery Belgium, INVENTOR S.A Greece	13.0		11.5	27
7	6	GroupM	Henkel Germany	8.0		8.0	1
8	7	PHD	L'Oreal Belgium, Velle Russia, Aviva Cuisines France	6.6		6.3	60
9	10	Mindshare	Oppo Italy, Carnext Italy, Nederlandse Spoorwegen Netherlands, eObuwie Slovakia	5.4	BIC Italy	5.4	24
10	9	MediaCom	Drinks Poland, Apparel Greece, Pharmaceutical Greece	5.5	Nikon Europe	4.4	46
11	8	Universal McCann	Honda Europe	4.6	Pernod Ricard Italy	4.4	3
12	11	Aura by Omnicom	Air France Global	2.8		2.8	1
13	12	Mediahub	New Balance Europe	2.8		2.8	2
14	14	Performics	FCA Italy, CybeRefund Srl Italy, JLR Italy	1.1		1.1	4
15	16	Total Media	MG Cars UK, Aqua Pura UK, Lintbells UK	0.9		0.9	4
16	19	Spark Foundry	Fox's Confectionery UK,	1.1	Galliance France	0.8	6
17	17	M/SIX	National Express UK	0.7		0.7	1
18	21	Goodstuff Communications	Christian Aid UK, Ovo Energy UK	0.7		0.7	5
19	18	The Kite Factory	White Claw UK, Wargaming UK, First Vet UK, Pure Cremation UK	0.9	UNICEF UK	0.7	4
20	20	The Specialist Works	FreeSat UK	0.5		0.5	1

2021 (Jan-Jun):	142.8	524
2020 (Jan-Jun):	87.4	406
YoY Comparison:	63.4%	29.1%

2021 Creative & Media (Jan-Jun):	381.5	1,055
2020 Creative & Media (Jan-Jun):	204.6	592
YoY Comparison:	86.5%	78.2%

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.