



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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, HMC Schools Project, MICROSOFT Project	20.73		20.73	64
2	2	New Commercial Arts	Sainsbury's beauty, Alzheimer's Society	4.50		4.50	4
3	7	R/GA	Allianz Global Digital, Vollebak Digital	3.74		3.74	4
4	4	Lucky Generals	Ovo Energy, Virgin Atlantic, PGL Travel, SSE Energy Services	2.83		2.83	5
5	5	Uncommon	Museum of London, Google, Wagamama, Merchant Gourmet, Twinings	2.29		2.29	5
6	3	VCCP	Harpic, Vanish, Finish CRM, TFL	2.21		2.21	4
7	-	VaynerMedia	DraftKings social	1.53		1.53	1
8	23	Neverland	Tetley Tea, Getir	1.45		1.45	3
9	16	Mother	Pepsi, Spoke	1.30		1.30	2
10	25	M&C Saatchi	Healthcode Project, London Legacy Audience Segmentation Project	2.04		1.28	32
11	6	VMLY&R	Department of Transportation	1.22		1.22	2
12	8	Brothers & Sisters	Center Parcs, Strike	1.18		1.18	2
13	-	Harbour	Match.com	1.17		1.17	4
14	9	Droga5	Pinterest, Seat Cupra	1.15		1.15	2
15	10	Forever Beta	Mambu, Decathlon	1.15		1.15	2
16	11	Pablo	DFS Furniture	1.53		1.15	1
17	12	Tribal Worldwide	Volkswagen Digital	1.06		1.06	1
18	13	Wunderman Thompson	Lexus	0.99		0.99	2
19	14	Huge	IT Client	0.96		0.96	2
20	15	Snap London	PartyCasino and PartyPoker	0.92		0.92	1
2021 (Jan-Jun):						71.4	226



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	Initiative	BUPA, NatWest Group, Amazon WFS	3.55		3.55	3
2	2	Starcom	Vinted	3.54		3.54	2
3	3	Mediahub	New Balance Europe, Pinterest	1.34		1.34	3
4	7	PHD	Redbull	1.24		1.24	3
5	4	MediaCom	W'Air, JPMorgan Chase/Chase Bank UK	1.13		1.13	3
6	5	OMD	Sisal, Canva, Motorway	0.99		0.99	3
7	10	Wavemaker	Getir, Freudenberg Household Products, Didi	1.46	BUPA	0.77	9
8	6	Total Media	MG Cars, Aqua Pura, Lintbells	0.69		0.69	4
9	8	M/Six	National Express	0.53		0.53	1
10	14	Goodstuff Communications	Christian Aid, Ovo Energy, GB News	0.53		0.53	5
11	9	The Kite Factory	White Claw, Wargaming, First Vet, Pure Cremation	0.65	UNICEF	0.52	4
12	11	Mindshare	Sports Client	0.38		0.38	1
13	12	The Specialist Works	FreeSat	0.38		0.38	1
14	13	Havas Media	UKTV	0.86		0.32	3
15	41	Spark Foundry	Fox's Confectionery	0.46		0.27	2
16	15	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
17	17	Universal McCann	Purplebricks, Enterprise Alamo National rental, Honda	0.19		0.19	3
18	18	Tlpi Group	Uptime	0.17		0.17	1
19	19	Medialab	World Wildlife Fund	0.17		0.17	1
20	20	Digitas	E.ON (Performance)	0.17		0.17	1
2021 (Jan-Jun):						15.2	65

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.