



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jul 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	Inchcape Project, Novartis Project, Ingenio Llc Project	72.9		72.9	208
2	2	TBWA	Philips Global, Schweppes (Suntory) Europe, Air France Global	23.1	Facebook Portal UK	20.6	4
3	3	New Commercial Arts	Sainsbury's beauty UK, Alzheimer's Society UK	8.9		8.9	5
4	4	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1
5	5	Serviceplan	LG Electronics Europe, Tchibo Germany, CDU Christian Democrats Germany	8.0	Yello Strom Germany	7.5	3
6	6	Ogilvy	Deutsche Bahn Germany, France Invest France, World of Hyatt Global, Absolut Global	8.0	Trident gum Europe	7.5	6
7	8	Wunderman Thompson	Pets At Home UK CX, UX, Lorina France, Lexus UK, Barilla France social	6.4		6.4	6
8	7	DDB	Peloton Global Project, Diageo brands N Europe, Salomon Global,	7.0	Seat Cupra UK	6.1	5
9	9	Isobar	Carlsberg Polska Sp. z o. o Poland Project, SEB SA Poland Project	5.5		5.5	57
10	10	Buzzman	Celio Europe, B&B Hotels France, Feu Vert France, Citroen Global social	5.3		5.3	4
11	11	R/GA	Allianz UK Digital, AutoStore - Pio Brand Creation UK, IKEA Family RB UK Project, Mercedes-Benz Germany Project, Mondelez UK Project	5.2		5.2	5
12	15	M&C Saatchi Group	Ben's Original Global, Lexus UK, LG TVs Global	5.3		4.8	72
13	17	The & Partnership	Pret a Manger Global UK, White Claw Global, Cinch UK	4.7	Mobile.de Germany	4.7	3
14	21	VCCP	Oreo Europe, British Heart Foundation UK	7.3	Betway Germany	4.5	7
15	12	Saatchi & Saatchi	Pepsi UK, Dubai Tourism Global, TikTok UK	5.5	Capital One UK	4.5	2
16	33	Mother	IB Germany Various, Montblanc Germany Various, Magasin Denmark Various	4.7		4.3	4
17	13	Grey Group	Bonprix Europe	4.7		4.2	20
18	14	Oddity	Mobile.de Germany	4.0		4.0	1
19	50	Thjnk	Virgin Atlantic UK, PGL Travel UK , Ovo Energy UK	3.8		3.8	3
20	16	Lucky Generals		3.7		3.7	5
2021 (Jan-Jul):						267.1	605
2020 (Jan-Jul):						130.7	207
YoY Comparison:						104.4%	192.3%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jul 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	3	Wavemaker	L'Oreal DACH, Beiersdorf (Planning) Global, Well Pharmacy UK	54.2	BSH Sweden	47.3	141
2	1	Havas Media	Wayfair Germany, Eroski Spain, Platanomelón Spain	27.1	Pernod Ricard UK	25.4	61
3	5	OMD	Pernod Ricard UK, Soci��t�� Bic S.A. EMEA, Lukoil Russia	24.6	Klosterfrau Germany	20.3	68
4	4	iProspect	Fastweb Italy, Engie Italy, Galliance France	15.9		15.9	7
5	6	Initiative	Arla Foods Germany, Cofidis Portugal, Miele Denmark	15.0		13.5	35
6	10	MediaCom	BitPanda Turkey, Food Marble Ireland Digital, Marc O'Polo Netherlands	10.2	Nikon Europe	9.2	71
7	7	GroupM	Henkel Germany	8.0		8.0	1
8	8	PHD	L'Oreal Belgium, Velle Russia, Aviva Cuisines France, Beliving Belgium	7.3		7.0	63
9	9	Mindshare	Opko Italy, Carnext Italy, Nederlandse Spoorwegen Netherlands, eObuwie Slovakia	5.4	BIC Italy	5.4	24
10	11	Universal McCann	Honda Europe	4.6	Pernod Ricard Italy	4.4	3
11	2	Publicis Media	Stellantis Global, Lindt & Spruengli Europe	25.0	L'Oreal DACH	2.9	3
12	12	Aura by Omnicom	Air France Global	2.8		2.8	1
13	13	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	15	Total Media	MG Cars UK, Aqua Pura UK, Lintbells UK	0.9		0.9	4
16	16	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	19	The Kite Factory	White Claw UK, Wargaming UK, First Vet UK, Pure Cremation UK	0.9	UNICEF UK	0.7	4
19	20	The Specialist Works	FreeSat UK	0.5		0.5	1
20	18	Goodstuff Communications	Christian Aid UK, Ovo Energy UK	0.7		0.5	5

2021 (Jan-Jul):	161.1	585
2020 (Jan-Jul):	103.7	406
YoY Comparison:	55.3%	44.1%

2021 Creative & Media (Jan-Jul):	428.2	1,190
2020 Creative & Media (Jan-Jul):	234.4	613
YoY Comparison:	82.7%	94.1%

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.