



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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 | 23.02 | | 23.02 | 70 |
| 2 | 2 | New Commercial Arts | Sainsbury's beauty, Alzheimer's Society | 4.50 | | 4.50 | 4 |
| 3 | 6 | VCCP | Pret a Manger Global, Cinch | 4.05 | | 4.05 | 6 |
| 4 | 3 | R/GA | Allianz Global Digital, Vollebak Digital | 3.74 | | 3.74 | 4 |
| 5 | 4 | Lucky Generals | Ovo Energy, Virgin Atlantic, PGL Travel, SSE Energy Services | 2.83 | | 2.83 | 5 |
| 6 | 5 | Uncommon | Museum of London, Google, Wagamama, Merchant Gourmet, Twinings | 2.29 | | 2.29 | 5 |
| 7 | 9 | Mother | TikTok, Pepsi, Spoke | 2.06 | Capital One | 1.76 | 3 |
| 8 | 10 | M&C Saatchi Group | RB Project, Mondelez Project, RB Project | 2.34 | | 1.57 | 38 |
| 10 | 7 | VaynerMedia | DraftKings social | 1.53 | | 1.53 | 1 |
| 11 | 8 | Neverland | Tetley Tea, Getir | 1.45 | | 1.45 | 3 |
| 12 | 14 | Droga5 | BrewDog, Pinterest, Seat Cupra | 1.37 | | 1.37 | 3 |
| 13 | 18 | Wunderman Thompson | Lexus, Pets At Home CX, UX | 1.37 | | 1.37 | 3 |
| 14 | 11 | VMLY&R | Department of Transportation | 1.22 | | 1.22 | 2 |
| 15 | 12 | Brothers & Sisters | Center Parcs, Strike | 1.18 | | 1.18 | 2 |
| 16 | 13 | Harbour | Match.com | 1.17 | | 1.17 | 4 |
| 17 | 15 | Forever Beta | Mambu, Decathlon | 1.15 | | 1.15 | 2 |
| 18 | 16 | Pablo | DFS Furniture | 1.53 | | 1.15 | 1 |
| 19 | 28 | St Luke's | Gu Puds, South Western Railway | 1.53 | | 1.15 | 3 |
| 20 | 17 | Tribal Worldwide | Volkswagen Digital | 1.06 | | 1.06 | 1 |
| 20 | 15 | Snap London | PartyCasino and PartyPoker | 0.92 | | 0.92 | 1 |
| 2021 (Jan-Jul): | | | | | | 79.6 | 256 |



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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 | Initiative | BUPA, NatWest Group, Amazon WFS | 3.55 | | 3.55 | 3 |
| 2 | 2 | Starcom | Vinted | 3.54 | | 3.54 | 2 |
| 3 | 5 | MediaCom | W'Air, JPMorgan Chase/Chase Bank UK | 2.29 | | 2.29 | 10 |
| 4 | 6 | OMD | Sisal, Carva, Motorway | 1.51 | | 1.51 | 4 |
| 5 | 3 | Mediahub | New Balance Europe, Pinterest | 1.34 | | 1.34 | 3 |
| 6 | 4 | PHD | Redbull | 1.24 | | 1.24 | 3 |
| 7 | 7 | Wavemaker | Well Pharmacy, Henkel, Getir, Freudenberg Household Products, | 1.76 | BUPA | 1.08 | 11 |
| 8 | 8 | Total Media | MG Cars, Aqua Pura, Lintbells | 0.69 | | 0.69 | 4 |
| 9 | 9 | M/Six | National Express | 0.53 | | 0.53 | 1 |
| 10 | 11 | The Kite Factory | White Claw, Wargaming, First Vet, Pure Cremation | 0.65 | UNICEF | 0.52 | 4 |
| 11 | 12 | Mindshare | Sports Client | 0.38 | | 0.38 | 1 |
| 12 | 13 | The Specialist Works | FreeSat | 0.38 | | 0.38 | 1 |
| 13 | 10 | Goodstuff Communications | Christian Aid, Ovo Energy, GB News | 0.53 | | 0.34 | 5 |
| 14 | 15 | Spark Foundry | Fox's Confectionery | 0.46 | | 0.27 | 2 |
| 15 | 16 | AMS Media | Nature's Bounty, Solgar | 0.19 | | 0.19 | 1 |
| 16 | 17 | Universal McCann | Purplebricks, Enterprise Alamo National rental, Honda | 0.19 | | 0.19 | 3 |
| 17 | 37 | The7Stars | Samworth Brothers | 0.19 | | 0.19 | 1 |
| 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-Jul): | | | | | | 19.7 | 73 |

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.