



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	Avast UK , CLARIANT UK Project , Entain UK	81.0		81.0	235
2	2	TBWA	Philips Global, Schweppes (Suntory) Europe, Air France Global	23.1	WW Germany	19.6	4
3	12	M&C Saatchi Group	De'Longhi Global David Lloyd Leisure UK PR & Social , Abbott UK Project	10.9		10.4	110
4	3	New Commercial Arts	Sainsbury's beauty UK, Alzheimer's Society UK	8.9		8.9	5
5	8	DDB	Galleries Lafayette France , Peloton Global Project, Diageo brands N Europe, Salomon Global	9.0	Seat Cupra UK	8.1	6
6	4	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1
7	5	Serviceplan	LG Electronics Europe, Tchibo Germany, CDU Christian Democrats Germany	8.0	Yello Strom Germany	7.5	3
8	6	Ogilvy	Deutsche Bahn Germany, France Invest France, World of Hyatt	8.0	Trident gum Europe	7.5	6
9	7	Wunderman Thompson	Pets At Home UK CX, UX, Lorina France, Lexus UK, Barilla France social	6.4		6.4	6
10	9	Isobar	Carlsberg Polska Sp. z o. o Poland Project, SEB SA Poland Project	5.5		5.5	57
11	10	Buzzman	Celio Europe, B&B Hotels France, Feu Vert France, Citroen Global	5.3		5.3	4
12	11	R/GA	Allianz UK Digital, AutoStore - Pio Brand Creation UK, IKEA Family Germany	5.2		5.2	5
13	13	The & Partnership	Ben's Original Global, Lexus UK, LG TVs Global	4.7		4.7	3
14	14	VCCP	Pret a Manger Global UK, White Claw Global, Cinch UK	7.3	Mobile.de Germany	4.5	7
15	15	Saatchi & Saatchi	Oreo Europe, British Heart Foundation UK	5.5	Betway Germany	4.5	2
16	16	Mother	Pepsi UK, Dubai Tourism Global, TikTok UK	4.7	Capital One UK	4.3	4
17	17	Grey Group	IB Germany Various, Montblanc Germany Various, Magasin Denmark Various	4.7		4.2	20
18	18	Oddity	Bonprix Europe	4.0		4.0	1
19	19	Thjnk	Mobile.de Germany	3.8		3.8	3
20	20	Lucky Generals	Virgin Atlantic UK, PGL Travel UK , Ovo Energy UK	3.7		3.7	5
2021 (Jan-Aug):						285.3	680
2020 (Jan-Aug):						192.2	264
YoY Comparison:						48.4%	157.6%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	Wavemaker	L'Oreal Italy , L'Oreal DACH, Beiersdorf (Planning) Global, Well Pharmacy UK	55.7	BSH Sweden	48.8	142
2	3	OMD	Government Campaign Solutions , Pernod Ricard UK, Société Bic S.A. EMEA, Lukoil Russia	47.3	Klosterfrau Germany	43.0	84
3	2	Havas Media	Unilever France, Spain, Forevermark & De Beers Global , Red Bull Baltics + AZ, BG, GE, GR, KZ, PL	44.4	Pernod Ricard UK	42.7	67
4	9	Mindshare	Unilever UK and Ireland, Netherlands and Belgium, the Nordics, Italy, Eastern Europe	57.2	Unilever France, Spain, DACH, Turkey, Africa	31.1	52
5	8	PHD	Unilever Canada, DACH, Turkey, Africa, Middle East, Yves Rocher France	23.3		23.0	70
6	5	Initiative	Unilever Russia, Ukraine, Belarus and Greece, Arla Foods Germany, Cofidis Portugal, Miele Denmark	25.0	Unilever Middle East	18.5	36
7	4	iProspect	Fastweb Italy, Engie Italy, Galliance France	15.9		15.9	7
8	6	MediaCom	Indeed Switzerland, polti Italy, Singulart Germany	10.8	Nikon Europe	9.8	79
9	7	GroupM	Henkel Germany	8.0		8.0	1
10	10	Universal McCann	Honda Europe	4.6	Pernod Ricard Italy	4.4	3
11	11	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	18	The Kite Factory	White Claw UK, Wargaming UK, First Vet UK, Pure Cremation UK	0.9	UNICEF UK	0.7	4
19	19	The Specialist Works	FreeSat UK	0.5		0.5	1
20	20	Goodstuff Communications	Christian Aid UK, Ovo Energy UK	0.7		0.5	5

2021 (Jan-Aug):	249.8	652
2020 (Jan-Aug):	120.7	406
YoY Comparison:	107.0%	60.6%

2021 Creative & Media (Jan-Aug):	535.1	1,332
2020 Creative & Media (Jan-Aug):	312.9	670
YoY Comparison:	71.0%	98.8%

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.