



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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, CLARIANT Project, Entain	25.08		25.08	79
2	2	New Commercial Arts	Sainsbury's beauty, Alzheimer's Society	4.50		4.50	4
3	3	VCCP	Pret a Manger Global, Cinch	4.05		4.05	6
4	4	R/GA	Allianz Global Digital, Vollebak Digital	3.74		3.74	4
5	8	M&C Saatchi Group	David Lloyd Leisure PR & Social, Abbott Project, McCain Project	4.15		3.39	70
6	5	Lucky Generals	Ovo Energy, Virgin Atlantic, PGL Travel, SSE Energy Services Museum of London, Google,	2.83		2.83	5
7	6	Uncommon	Wagamama, Merchant Gourmet, Twinings	2.29		2.29	5
8	7	Mother	TikTok, Pepsi, Spoke	2.06	Capital One	1.76	3
9	10	VaynerMedia	DraftKings social	1.53		1.53	1
10	11	Neverland	Tetley Tea, Getir	1.45		1.45	3
11	19	St Luke's	Butterkist, Gu Puds, South Western Railway	1.83		1.45	4
12	12	Droga5	BrewDog, Pinterest, Seat Cupra	1.37		1.37	3
13	13	Wunderman Thompson	Lexus, Pets At Home CX, UX	1.37		1.37	3
14	14	VMLY&R	Department of Transportation	1.22		1.22	2
15	15	Brothers & Sisters	Center Parcs, Strike	1.18		1.18	2
16	16	Harbour	Match.com	1.17		1.17	4
17	17	Forever Beta	Mambu, Decathlon	1.15		1.15	2
18	18	Pablo	DFS Furniture	1.53		1.15	1
19	20	Tribal Worldwide	Volkswagen Digital	1.06		1.06	1
20	21	Creature	Dogs Trust, Dunelm	1.02		1.02	3
<b>2021 (Jan-Aug):</b>						<b>83.3</b>	<b>299</b>



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	4	OMD	Government Campaign Solutions, Noble Foods, Sisal, Canva, Motorway	14.90		14.90	6
2	1	Initiative	BUPA, NatWest Group, Amazon WFS	3.55		3.55	3
3	2	Starcom	Vinted	3.54		3.54	2
4	11	Mindshare	Unilever, Sports Client	2.48		2.48	3
5	3	MediaCom	CrossCountry Trains, W'Air, JPMorgan Chase/Chase Bank UK	2.30		2.30	11
6	5	Mediahub	New Balance Europe, Pinterest	1.34		1.34	3
7	6	PHD	Redbull, Tony's Chocolonely Project	1.28		1.28	4
8	7	Wavemaker	Well Pharmacy, Henkel, Getir, Freudenberg Household Products, Didi	1.76	BUPA	1.08	11
9	8	Total Media	MG Cars, Aqua Pura, Lintbells	0.69		0.69	4
10	9	M/Six	National Express	0.53		0.53	1
11	10	The Kite Factory	White Claw, Wargaming, First Vet, Pure Cremation	0.65	UNICEF	0.52	4
12	12	The Specialist Works	FreeSat	0.38		0.38	1
13	13	Goodstuff Communications	Christian Aid, Ovo Energy, GB News	0.53		0.34	5
14	14	Spark Foundry	Fox's Confectionery	0.46		0.27	2
15	15	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
16	16	Universal McCann	Purplebricks, Enterprise Alamo National rental, Honda	0.19		0.19	3
17	17	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
<b>2021 (Jan-Aug):</b>						<b>35.3</b>	<b>79</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.