



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	L'OREAL France Project, Stellantis France Project, Ashtead AR UK Project	101.0		101.0	262
2	2	TBWA	Philips Global, Schweppes (Suntory) Europe, Air France Global	23.1	Facebook Portal UK	19.6	4
3	14	VCCP	Cinch Global UK, White Claw Global UK, Hotter Shoes UK PR	17.9	Mobile.de Germany	15.2	15
4	11	R/GA	APL EMEA, Stone Island EMEA, E.ON Ventures EMEA	12.1		12.1	15
5	6	Ogilvy	Sainsbury's, Argos, Habitat UK CRM, digital, T-Mobile CZ Czech Republic	11.1	Trident gum Europe	10.6	14
6	12	M&C Saatchi Group	Jumia MENA Project, GSK UK, LINDT UK	11.0		10.5	121
7	3	New Commercial Arts	Sainsbury's beauty UK, Alzheimer's Society UK	8.9		8.9	5
8	8	DDB	Government Campaigns Solutions Roster UK Projects, Peloton Global	9.5	Seat Cupra UK	8.6	7
9	4	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1
10	5	Serviceplan	LG Electronics Europe, Tchibo Germany, CDU Christian Democrats Germany	8.0	Yello Strom Germany	7.5	3
11	9	Isobar	Samyroad Spain, Redexis Gas, S.A. Spain, Panasonic Corporation Spain	7.4		7.4	76
12	10	Buzzman	Celio Europe, B&B Hotels France, Feu Vert France, Citroen Global social	5.3		5.3	4
13	13	The & Partnership	Ben's Original Global, Lexus UK, LG TVs Global	4.7		4.7	3
14	26	VMLY&R	Reuters Europe, Federal Ministry For Economic Affairs And Energy Germany Project	7.9		4.7	13
15	15	Saatchi & Saatchi	Oreo Europe, British Heart Foundation UK	5.5	Betway Germany	4.5	2
16	7	Wunderman Thompson	Pets At Home UK CX, UX, Lorina France, Lexus UK, Barilla France social	6.4	Ribena UK	4.4	6
17	16	Mother	Pepsi UK, Dubai Tourism Global, TikTok UK	4.7	Capital One UK	4.3	4
18	20	Lucky Generals	Sekonda watches UK, Virgin Atlantic UK, PGL Travel UK , Ovo Energy UK	4.2		4.2	6
19	17	Grey Group	Bahrain Telecommunications Italy project , Lego Dubai Project	4.7		4.2	22
20	18	Oddity	Bonprix Europe	4.0		4.0	1
<b>2021 (Jan-Sep):</b>						<b>333.1</b>	<b>793</b>
<b>2020 (Jan-Sep):</b>						<b>238.0</b>	<b>403</b>
<b>YoY Comparison:</b>						<b>40.0%</b>	<b>96.8%</b>

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	2	OMD	Daimler Global, Government Campaign Solutions - Lot 2 UK, Channel 4 UK	79.0	Klosterfrau Germany	74.0	99
2	1	Wavemaker	Perrigo EMEA, Merlin Entertainments UK, Carte Noire France	61.6	BSH Sweden	54.8	160
3	4	Mindshare	LV= General Insurance UK, Unilever UK and Ireland, Netherlands and Belgium, the Nordics, Italy, Eastern Europe	57.4	Ferrero Italy	34.2	53
4	7	iProspect	Ferrero EMEA/AMER, Pernod Ricard Spain, Carrefour Italy	32.8		32.8	12
5	3	Havas Media	Picard France, Rebuy Germany, Unilever France, Spain, Forevermark & De Beers Global	33.3	Carrefour Italy	30.7	69
6	5	PHD	Chanel Global, Pokerstars Netherlands, Viaplay Netherlands	34.7	Bayer DE, RU	29.3	76
7	8	MediaCom	Bayer Global, Indeed Switzerland, polti Italy, Singulart Germany	21.8	Pernod Ricard Spain	19.9	97
8	6	Initiative	Landmark Group Middle East, Unilever Russia, Ukraine, Belarus	26.1	LV= General Insurance UK	19.4	40
9	10	Universal McCann	Just Eat Takeaway Global, Honda Europe	14.6	Pernod Ricard Italy	14.4	4
10	11	Publicis Media	Ferrero Italy, Stellantis Global, Lindt & Spruengli Europe	33.7	L'Oreal DACH	11.6	4
11	12	Aura by Omnicom	Air France Global	2.8		2.8	1
12	13	Mediahub	New Balance Europe	2.8		2.8	2
13	14	Performics	FCA Italy, CybeRefund Srl Italy, JLR Italy	1.1		1.1	4
14	15	Total Media	MG Cars UK, Aqua Pura UK, Lintbells UK	0.9		0.9	4
15	16	Spark Foundry	Fox's Confectionery UK,	1.1	Galliance France	0.8	6
16	17	M/SIX	National Express UK	0.7		0.7	1
17	18	The Kite Factory	White Claw UK, Wargaming UK, First Vet UK, Pure Cremation UK	0.9	UNICEF UK	0.7	4
18	24	The7stars	JD Williams UK	0.6		0.6	2
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-Sep):	325.0	738
2020 (Jan-Sep):	135.0	406
YoY Comparison:	140.7%	81.8%

2021 Creative & Media (Jan-Sep):	658.1	1,531
2020 Creative & Media (Jan-Sep):	373.0	809
YoY Comparison:	76.4%	89.2%

### 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.