



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	Ashtead AR Project, Highways England Project, HOWDEN BROKING Project	26.60		26.60	83
2	3	VCCP	Cinch Global, White Claw Global	12.15		12.15	14
3	2	New Commercial Arts	Sainsbury's beauty, Alzheimer's Society	4.50		4.50	4
4	4	R/GA	Allianz Global Digital, Vollebak Digital	3.74		3.74	4
5	5	M&C Saatchi Group	GSK, LINDT, David Lloyd Leisure PR & Social, Abbott Project, McCain Project	4.21		3.44	80
6	6	Lucky Generals	Ovo Energy, Virgin Atlantic, PGL Travel, SSE Energy Services Museum of London, Google,	3.21		3.21	6
7	7	Uncommon	Wagamama, Merchant Gourmet, Twinings	2.29		2.29	5
8	-	BBH	Ribena, Jabra, Servier (Daflon) Project	3.05		2.29	5
9	26	Dentsu	Heinz Baked Beans	2.19		2.19	3
10	8	Mother	TikTok, Pepsi, Spoke	2.06	Capital One	1.76	3
11	23	FCB	Global Cosmetics Brand	1.60		1.60	4
12	9	VaynerMedia	DraftKings social	1.53		1.53	1
13	10	Neverland	Tetley Tea, Getir	1.45		1.45	3
14	11	St Luke's	Butterkist, Gu Puds, South Western Railway	1.83		1.45	4
15	-	Ogilvy	Sainsbury's, Argos, Habitat CRM, digital,	1.37		1.37	4
16	12	Droga5	BrewDog, Pinterest, Seat Cupra	1.37		1.37	3
17	14	VMLY&R	Department of Transportation	1.22		1.22	2
18	15	Brothers & Sisters	Center Parcs, Strike	1.18		1.18	2
19	16	Harbour	Match.com	1.17		1.17	4
20	17	Forever Beta	Mambu, Decathlon	1.15		1.15	2
2021 (Jan-Sep):						98.6	336



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	OMD	Government Campaign Solutions, Channel 4, Noble Foods	19.71		19.71	9
2	4	Mindshare	LV= General Insurance, Unilever, Sports Client	5.68		5.68	4
3	3	Starcom	Vinted	3.54		3.54	2
4	2	Initiative	BUPA, NatWest Group, Amazon WFS	3.55	LV= General Insurance	3.36	3
5	5	MediaCom	CrossCountry Trains, W'Air, JPMorgan Chase/Chase Bank UK	2.35		2.35	13
6	8	Wavemaker	Pharmacy, Henkel, Getir, Freudenberg Household Products	2.45	BUPA	1.76	12
7	6	Mediahub	New Balance Europe, Pinterest	1.34		1.34	3
8	7	PHD	Redbull, Tony's Chocolonely Project	1.28		1.28	4
9	40	Carat	Aria Foods	1.07	JD Williams	0.84	1
10	9	Total Media	MG Cars, Aqua Pura, Lintbells	0.69		0.69	4
11	10	M/Six	National Express	0.53		0.53	1
12	11	The Kite Factory	White Claw, Wargaming, First Vet, Pure Cremation	0.65	UNICEF	0.52	4
13	17	The7Stars	JD Williams, Samworth Brothers	0.42		0.42	2
14	12	The Specialist Works	FreeSat	0.38		0.38	1
15	13	Goodstuff Communications	Christian Aid, Ovo Energy, GB News	0.53		0.34	5
16	14	Spark Foundry	Fox's Confectionery	0.46		0.27	2
17	15	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
18	16	Universal McCann	Purplebricks, Enterprise Alamo National rental, Honda	0.19		0.19	3
19	18	Tipi Group	Uptime	0.17		0.17	1
20	19	Medialab	World Wildlife Fund	0.17		0.17	1
2021 (Jan-Sep):						45.0	89

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.