



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / Oct 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	Bryan Cave Leighton Paisner LLP Project, Dr. Martens, Fresenius Kabi	28.74		28.74	90
2	2	VCCP	Cinch Global, White Claw Global	12.15		12.15	14
3	10	Mother	Taco Bell, TikTok, Pepsi, Spoke	5.88	Capital One	5.57	4
4	3	New Commercial Arts	Sainsbury's beauty, Alzheimer's Society	4.50		4.50	4
5	5	M&C Saatchi Group	GSK, LINDT, David Lloyd Leisure PR & Social, Abbott Project, McCain Project	4.69		3.92	80
6	4	R/GA	Allianz Global Digital, Vollebak Digital	3.74		3.74	4
7	6	Lucky Generals	Ovo Energy, Virgin Atlantic, PGL Travel, SSE Energy Services	3.21		3.21	6
8	8	BBH	Ribena, Jabra, Servier (Daflon) Project	3.28		2.52	6
9	7	Uncommon	Museum of London, Google, Wagamama, Merchant Gourmet, Twinings	2.29		2.29	5
10	9	Dentsu	Heinz Baked Beans	2.19		2.19	3
11	11	FCB	Global Cosmetics Brand	1.98		1.98	5
12	12	VaynerMedia	DraftKings social	1.53		1.53	1
13	13	Neverland	Tetley Tea, Getir	1.45		1.45	3
14	14	St Luke's	Butterkist, Gu Puds, South Western Railway	1.83		1.45	4
15	15	Ogilvy	Sainsbury's, Argos, Habitat CRM, digital,	1.37		1.37	4
16	16	Droga5	BrewDog, Pinterest, Seat Cupra	1.37		1.37	3
17	17	VMLY&R	Department of Transportation	1.22		1.22	2
18	18	Brothers & Sisters	Center Parcs, Strike	1.18		1.18	2
19	19	Harbour	Match.com	1.17		1.17	4
20	20	Forever Beta	Mambu, Decathlon	1.15		1.15	2
2021 (Jan - Oct):						106.9	352



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / Oct 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	2	Mindshare	LV= General Insurance, Unilever, Sports Client	5.91		5.91	6
3	45	Zenith	Lloyds Banking Group, ZPG, uSwitch, Confused	8.22		5.16	4
4	3	Starcom	Vinted	3.54		3.54	2
5	4	Initiative	BUPA, NatWest Group, Amazon WFS	3.55	LV= General Insurance	3.36	3
6	6	Wavemaker	Boyle Sports, Mettle	2.87	BUPA	2.18	15
7	7	Mediahub	New Balance Europe, Pinterest	1.34		1.34	3
8	8	PHD	Redbull, Tony's Chocolonely Project	1.28	ZPG	1.05	4
9	9	Carat	Arla Foods	1.07	JD Williams	0.84	1
10	10	Total Media	MG Cars, Aqua Pura, Lintbells	0.69		0.69	4
11	11	M/Six	National Express	0.53		0.53	1
12	12	The Kite Factory	White Claw, Wargaming, First Vet, Pure Cremation	0.65	UNICEF	0.52	4
13	25	Electric Glue	Emmi Gruppe, Onken	0.77		0.39	2
14	13	The7Stars	Kopparberg, JD Williams, Samworth Brothers	0.57	On The Beach	0.38	3
15	14	The Specialist Works	FreeSat	0.38		0.38	1
16	18	Universal McCann	Enterprise Alamo National rental, Heads	0.38		0.38	4
17	15	Goodstuff Communications	Christian Aid, Ovo Energy, GB News	0.53		0.34	5
18	16	Spark Foundry	Fox's Confectionery	0.46		0.27	2
19	17	AMS Media	Nature's Bounty, Solgar	0.19		0.19	1
20	19	Tlpi Group	Uptime	0.17		0.17	1
2021 (Jan - Oct):						48.7	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.