



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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	Ryvita UK, Bryan Cave Leighton Paisner LLP UK Project, Dr. Martens UK, Fresenius Kabi UK	109.5	Durex, KY Global	107.0	283
2	-	WPP	The Coca-Cola Company Global	99.0		99.0	1
3	2	VCCP	Cinch Global UK, White Claw Global UK, Hotter Shoes UK PR	17.9	Mobile.de Germany	15.2	15
4	7	DDB	Dr Oetker Global ex DE, Skoda France, Photobox UK	16.0	Sécurité Routière France	14.6	10
5	5	M&C Saatchi Group	H&T Pawnbrokers UK, AVAC UK Project, Jumia MENA Project, GSK UK, LINDT UK	14.7		14.2	142
6	3	Australie.GAD	Systeme U France	16.0		13.7	1
7	4	R/GA	APL EMEA, Stone Island EMEA, E.ON Ventures EMEA	12.1		12.1	15
8	6	Ogilvy	Sainsbury's, Argos, Habitat UK CRM, digital, T-Mobile CZ Czech Republic	11.1	Trident gum Europe	10.6	14
9	17	VMLY&R	Samsung France B2B, Reuters Europe, Federal Ministry For Economic Affairs And Energy Germany Project	12.2		9.0	15
10	8	New Commercial Arts	Sainsbury's beauty UK, Alzheimer's Society UK	8.9		8.9	5
11	9	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1
12	10	Serviceplan	LG Electronics Europe, Tchibo Germany, CDU Christian Democrats Germany	8.0	Yello Strom Germany	7.5	3
13	11	Isobar	Samyroad Spain, Redexis Gas, S.A. Spain, Panasonic Corporation Spain	7.4		7.4	76
14	12	Mother	Taco Bell UK, Pepsi UK, Dubai Tourism Global, TikTok UK	9.7	Zalando Europe	7.3	5
15	-	Gravity Road	Niantic, Hotel Chocolat	5.5		5.5	2
16	13	Wunderman Thompson	First Direct UK, Pets At Home UK	7.4	Ribena UK	5.4	7
17	14	Buzzman	CX, UX, Lorina France, Lexus UK, Barilla France social	5.3		5.3	4
18	15	Saatchi & Saatchi	Celio Europe, B&B Hotels France, Feu Vert France, Citroen Global social	5.3		5.3	4
19	16	The & Partnership	Oreo Europe, British Heart Foundation UK	5.8	Betway Germany	4.8	3
20	32	VaynerMedia	Ben's Original Global, Lexus UK, LG TVs Global	4.7		4.7	3
						4.5	2
2021 (Jan-Nov):						466.8	879
2020 (Jan-Nov):						361.5	490
YoY Comparison:						29.1%	79.4%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Nov 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	Zwift Global, Telia Company Nordics, Getir EMEA, Bayer Portugal	97.9	BSH Sweden	91.1	189
2	2	OMD	iFIT Global, IAG Global, Compare The Market UK	92.2	Klosterfrau Germany	87.2	111
3	9	MediaCom	The Coca-Cola Company Global, Mycall, Telia Norway, Vestel Turkey Digital	56.1	Pernod Ricard Spain	48.5	108
4	3	iProspect	Kering (Gucci, YSL etc) Global, Ferrero EMEA/AMER, Pernod Ricard Spain, Carrefour Italy	44.8		44.8	13
5	4	Havas Media	Dolce & Gabbana Global, IAG Group Global, SBB CFF FFS Switzerland	47.0	Carrefour Italy	44.4	88
6	6	Mindshare	Volksbanken Raiffeisenbanken Germany	58.2	Dyson Global	24.3	56
7	7	Initiative	CEVA Salute Animale Italy, Intuit QuickBooks Global, Ixina - FDB Belgium	28.9	Metsa Tissue Lithuania	21.6	51
8	5	PHD	Solvent CR s.r.o. Czech Republic, Red Bull Russia, Dr. Oetker Sweden	35.5	BPA German Federal Gov. Germany	19.8	86
9	8	Universal McCann	Dyson Global, Brittany Ferries UK, Just Eat Takeaway Global, Honda Europe	15.3	Pernod Ricard Italy	15.1	6
10	10	Publicis Media	Ferrero Italy, Stellantis Global, Lindt & Spruengli Europe	33.7	L'Oreal DACH	11.6	4
11	11	Spark Foundry	Meta (Facebook etc) Global, Metsa Tissue Poland	11.6	Galliance France	11.3	9
12	39	Essence	Google Global, GoCompare UK, RHS Royal Horticultural Society UK	9.2		9.2	3
13	-	Mediaplus	BPA German Federal Gov. Germany, Nikon Europe	11.0		8.3	2
14	12	Aura by Omnicom	Air France Global	2.8		2.8	1
15	13	Mediahub	New Balance Europe	2.8		2.8	2
16	14	Omnicom Media Group	British Airways Global	2.5		2.5	1
17	15	Publicis Groupe	Kärcher Global	1.5		1.5	1
18	16	Media Direction	Etiihad Russia	1.4		1.4	7
19	17	Performics	Metsa Tissue Slovakia, FCA Italy, CybeRefund Srl Italy, JLR Italy	1.3		1.3	5
20	18	Total Media	MG Cars UK, Aqua Pura UK, Lintbells UK	0.9		0.9	4

2021 (Jan-Nov):	438.0	857
2020 (Jan-Nov):	193.4	872
YoY Comparison:	126.5%	-1.7%

2021 Creative & Media (Jan-Nov):	904.9	1,736
2020 Creative & Media (Jan-Nov):	554.9	1,362
YoY Comparison:	63.1%	27.5%

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.