



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	EdCompanion UK Project, Efficio Consulting UK Project, Housing 21 UK Project	115.0	Durex, KY Global	112.5	294
2	2	WPP	The Coca-Cola Company Global	99.0		99.0	1
3	5	M&C Saatchi Group	BP UK Project, DISNEY UK Project, DIAGEO UK Project	19.8		19.3	152
4	4	DDB	Government Campaigns Solutions UK Project, Adidas UK project, Aviva DR UK	18.0	Sécurité Routière France	16.6	14
5	3	VCCP	Cinch Global UK, White Claw Global UK, Hotter Shoes UK PR	17.9	Mobile.de Germany	15.2	15
6	7	R/GA	Patreon EMEA, A16z EMEA, APL EMEA, Stone Island EMEA, E.ON Ventures EMEA	15.0		15.0	17
7	6	Australie.GAD	Systeme U France	16.0		13.7	1
8	18	Saatchi & Saatchi	The National Basketball Association UK, Burger King Sweden	14.6	Betway Germany	13.6	25
9	8	Ogilvy	Sainsbury's, Argos, Habitat UK CRM, digital, T-Mobile CZ Czech Republic	11.1	Trident gum Europe	10.6	14
10	-	Leo Burnett	TUI Group UK, The Walt Disney Company UK,	10.1		10.1	25
11	9	VMLY&R	Samsung France B2B, Reuters Europe, Federal Ministry For	12.2		9.0	16
12	10	New Commercial Arts	Sainsbury's beauty UK, Alzheimer's Society UK	8.9		8.9	5
13	11	Accenture Interactive	Jaguar Land Rover Global	8.0		8.0	1
14	12	Serviceplan	LG Electronics Europe, Tchibo Germany, CDU Christian Democrats Germany	8.0	Yello Strom Germany	7.5	3
15	13	Isobar	Samyroad Spain, Redexis Gas, S.A. Spain, Panasonic Corporation Spain	7.4		7.4	76
16	14	Mother	Taco Bell UK, Pepsi UK, Dubai Tourism Global, TikTok UK	9.7	Zalando Europe	7.3	5
17	15	Gravity Road	Niantic, Hotel Chocolat	5.5		5.5	2
18	16	Wunderman Thompson	First Direct UK, Pets At Home UK CX, UX, Lorina France, Lexus UK, Barilla France social	7.4	Ribena UK	5.4	7
19	17	Buzzman	Celio Europe, B&B Hotels France, Feu Vert France, Citroen Global social	5.3		5.3	4
20	19	The & Partnership	Ben's Original Global, Lexus UK, LG TVs Global	4.7		4.7	3
<b>2021 (Jan-Dec):</b>						<b>501.8</b>	<b>966</b>
<b>2020 (Jan-Dec):</b>						<b>373.3</b>	<b>531</b>
<b>YoY Comparison:</b>						<b>34.4%</b>	<b>81.9%</b>



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	Beiersdorf Global, iFIT Global, IAG Global, Compare The Market UK	100.5	Klosterfrau Germany	94.4	127
2	1	Wavemaker	Zwift Global, Telia Company Nordics, Getir EMEA, Bayer Portugal	97.9	BSH Sweden	91.1	189
3	3	MediaCom	Caffé Borbone Italy, BSH Bosch and Siemens Hausgeräte GmbH Germany, Nestlé Greece	61.2	Pernod Ricard Spain	53.6	118
4	4	iProspect	Kering (Gucci, YSL etc) Global, ING Germany, Spain, Calzedonia Italy	48.9		48.9	22
5	5	Havas Media	European Commission Global, Dolce&Gabbana Global, Catawiki France	50.8	Carrefour Italy	48.2	96
6	6	Mindshare	Volksbanken Raiffeisenbanken Germany	60.8	Dyson Global	26.5	70
7	7	Initiative	Ledger France, Germany, UK, Hellowork France	31.0	Metsa Tissue Lithuania	23.8	56
8	8	PHD	Dr. Oetker Ireland, Dakar Rally Saudi Arabia	35.7	BPA German Federal Gov. Germany	20.0	91
9	9	Universal McCann	Dyson Global, Brittany Ferries UK, Just Eat Takeaway Global, Honda Europe	15.3	Pernod Ricard Italy	15.1	6
10	11	Spark Foundry	Ajinomoto Polska Poland, Niantic Inc UK, Meta (Facebook etc) Global, Metsa Tissue Poland	13.9	Galliance France	13.6	32
11	10	Publicis Media	Ferrero Italy, Stellantis Global, Lindt & Spruengli Europe	34.1	L'Oreal DACH	12.0	6
12	13	Mediaplus	BPA German Federal Gov. Germany, Nikon Europe	11.0		8.3	2
13	12	Essence	Google Global, GoCompare UK, RHS Royal Horticultural Society UK	9.2	Peloton	6.2	3
14	32	Digitas	Samsung Greece	3.0		3.0	15
15	14	Aura by Omnicom	Air France Global	2.8		2.8	1
16	15	Mediahub	New Balance Europe	2.8		2.8	2
17	40	Starcom	Reckitt Benckiser Group Germany, Primark UK	5.5		2.7	26
18	16	Omnicom Media Group	British Airways Global	2.5		2.5	1
19	64	Carat	Amplifon EMEA, Angelini Italy, Manulife EMEA/AMER	18.2	Dolce & Gabbana	2.1	31
20	63	Hearts & Science	Peloton UK, Germany, GoCompare UK	4.6		2.1	3

2021 (Jan-Dec):	484.1	1,019
2020 (Jan-Dec):	240.1	1,083
YoY Comparison:	101.6%	-5.9%

2021 Creative & Media (Jan-Dec):	985.9	1,985
2020 Creative & Media (Jan-Dec):	613.4	1,614
YoY Comparison:	60.7%	23.0%

### 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.