



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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 Project, Efficio Consulting Project, Housing 21 Project	31.03		31.03	96
2	2	VCCP	Cinch Global, White Claw Global	12.15		12.15	14
3	4	M&C Saatchi Group	BP Project, DISNEY Project, DIAGEO Project	9.20		8.43	95
4	3	Mother	Taco Bell, TikTok, Pepsi, Spoke	5.88	Capital One	5.57	4
5	5	New Commercial Arts	Sainsbury's beauty, Alzheimer's Society	4.50		4.50	4
6	6	Gravity Road	Niantic	4.20		4.20	1
7	7	R/GA	Allianz Global Digital, Vollebak Digital	3.74		3.74	4
8	8	Lucky Generals	Ovo Energy, Virgin Atlantic, PGL Travel, SSE Energy Services	3.21		3.21	6
9	9	BBH	Ribena, Leo Pharma, Jabra, Servier (Daflon) Project	3.66		2.90	7
10	10	Dentsu	Heinz Baked Beans	2.68		2.68	5
11	11	Uncommon	Museum of London, Google, Wagamama, Merchant Gourmet, Twinings	2.29	On The Beach	2.06	5
12	12	FCB	Global Cosmetics Brand	1.98		1.98	5
13	49	Adam&EveDDB	Government Campaigns Solutions UK Project, Adidas UK project, Aviva	2.67		1.98	7
14	56	Leo Burnett	Comic Relief	1.60		1.60	5
15	13	VaynerMedia	DraftKings social	1.53		1.53	1
16	14	Neverland	Tetley Tea, Getir	1.45		1.45	3
17	15	St Luke's	Butterkist, Gu Puds, South Western Railway	1.83		1.45	4
18	16	Ogilvy	Sainsbury's, Argos, Habitat CRM, digital,	1.37		1.37	4
19	17	Droga5	BrewDog, Pinterest, Seat Cupra	1.37		1.37	3
20	61	Saatchi & Saatchi	The National Basketball Association	1.30		1.30	4
2021 (Jan - Dec):						123.1	398



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	OMD	HMG Buying Framework, Mailchimp, Dr Jart, Compare The Market	22.22		22.22	14
2	2	Mindshare	LV= General Insurance, Unilever, Sports Client	6.31		6.31	9
3	3	Zenith	Lloyds Banking Group, ZPG, uSwitch, Confused	8.37		5.32	6
4	4	Starcom	Vinted	3.69		3.69	4
5	5	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	Essence	GoCompare, RHS Royal Horticultural Society	0.92		0.92	2
10	10	Carat	Arla Foods	1.07	JD Williams	0.84	1
11	23	Digitas	City Plumbing, ASOS	0.78		0.78	5
12	11	Total Media	MG Cars, Aqua Pura, Lintbells	0.69		0.69	4
13	18	Spark Foundry	Niantic Inc, Fox's Confectionery	0.84		0.65	7
14	44	Hearts & Science	GoCompare	1.22		0.63	2
15	12	M/Six	National Express	0.53		0.53	1
16	13	The Kite Factory	White Claw, Wargaming, First Vet, Pure Cremation	0.65	UNICEF	0.52	4
17	43	Havas Media	3M, StageCoach, Wizards of the Coast, UKTV	1.45		0.40	7
18	14	Electric Glue	Emmi Gruppe, Onken	0.77		0.39	2
19	15	The Specialist Works	FreeSat	0.38		0.38	1
20	16	Universal McCann	Britany Fernes, Purplebricks, Enterprise Alamo National rental, Heads	0.38		0.38	4
2021 (Jan - Dec):						52.7	135

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.