



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jun 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	Ogilvy	New York Philharmonic US, Enterprise Holdings Global, New York Philharmonic US, Hotels.com Japan	96.7	Instagram Global	92.2	376	
2	2	Havas Worldwide	Slough Borough Council UK Project, Coke US Project, MAP India	91.4	Sydney Water Australia	89.4	282	
3	4	Code and Theory	Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US	51.9		51.9	26	
4	3	VMLY&R	Circle K, Couche-Tard Canada, CP Food Solutions Thailand Project	57.9	Furphy Australia	47.8	147	
5	6	BBDO	Tabtouch Australia, WaterWipes Global, NSW Govt Australia	53.0	Asda UK	47.0	74	
6	-	R/GA	Roku US, Leading Retail Pharmacy US, DIAGEO Japan	49.0		46.0	35	
7	5	Leo Burnett	Sabra US Project, Infiniti Japan Project, Jidu Auto China Project, Infiniti China Project	46.6	US Cellular US	44.7	112	
8	8	Wunderman Thompson	Lorina France, Dell (Production) India, Innoviti Payment Solutions India	39.6	Johnnie Walker South Africa	37.2	141	
9	7	TBWA	Philips Global, Air France Global, Le Chocolat des Francais France	46.5	Facebook Portal UK	36.6	8	
10	11	DDB	Peloton Global Project, JetBlue US, Slack US Project	50.0	Johnson's Baby US	32.1	118	
11	9	Grey Group	Las Vegas Convention & Visitors Global social, IB Germany Various, MassMutual US	30.2	M&S Food UK	29.7	90	
12	10	Huge	IGT US Project, Sub-Zero US, TQ Tezos US	26.2		26.2	20	
13	12	Doner	LL Bean US, Johnson's Baby US, Travelocity US	26.0		26.0	3	
14	13	Accenture Interactive	Jaguar Land Rover Global	20.0		20.0	1	
15	15	Dentsu	Glico Pocky China Project, Uniqlo China Project, VW	27.8	United Airlines Global	19.7	85	
16	14	Publicis	B&O China Project, J&J_Xian China project, Lundbeck China project	22.7	Ricola Europe	19.2	54	
17	17	Wieden & Kennedy	Eli Lilly corporate US, Kraft Mayo US, Impossible Meat US, Evian Global	17.5	Desperados Europe CRM	17.0	7	
18	22	M&C Saatchi	Healthcode UK Project	16.6		15.6	146	
19	18	FCB	Hoka One One US, Mike's Hard Seltzer UK, Groupon Global	15.4		15.2	22	
20	26	Digitas	Huawei China Project, Mercedes-Benz China Project, TI Cycles India	15.6		14.6	30	
						2021 (Jan-Jun):	1,001.7	2,446
						2020 (Jan-Jun):	667.6	1,697
						YoY Comparison:	50.0%	44.1%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jun 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	Publicis Media	Stellantis Global, American Family US, Lindt & Spruengli Europe	129.0		129.0	4
2	2	Wavemaker	McArthurGlen EMEA, Flixbus Germany, Miele Germany	80.9	BSH Finland	70.1	236
3	4	OMD	Belong Australia, FEDEX Canada, Tony's Germany	64.4	Cigna	53.5	107
4	3	Zenith	TD Bank US, Pet Culture Australia, 3 Bears Ukraine	64.5	NatWest Group UK	52.9	50
5	5	Havas Media	AOK Germany, CAO A - SAIC Chery Brazil, Sears México	61.3	Con Edison US	50.3	108
6	6	Horizon Media	Hershey Company US, INSP TV US, Veer Gear US	37.1	Sally Beauty US, Canada	35.1	24
7	8	Initiative	Insurance Australia Group Australia, Afterpay Australia, RSPL India	36.5	Spin Master US	30.9	94
8	7	PHD	L'Oreal Belgium, WeTV Indonesia, Velle Russia	40.0	Brillon India	30.2	98
9	9	Spark Foundry	Sally Beauty US, Canada, Fox's Confectionery UK, Inspire Brands US	29.4	Discover Card US	24.8	21
10	10	Digitas	Inspire Brands US	22.5	Hewlett Packard Enterprise US Digital	20.0	6
11	65	iProspect	Fastweb Italy, Engie Italy, J.P. Morgan Securities Taiwan	21.5	MYOB Australia	14.7	51
12	11	Mediahub	Pinterest US, UK, Hallmark Channel US, Tally US, Slack Global, New	14.8	INSP TV US	14.3	6
13	12	MediaCom	Hostess US, Aqualite India, Government Canada	17.9	Sargento Foods US	11.7	77
14	13	GroupM	Henkel Germany	8.0		8.0	1
15	35	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
16	18	Universal McCann	I Love NY (NY Tourism) US, Brillon India, Henkel China	21.8	Pernod Ricard Italy	7.6	32
17	19	dentsu X	Wal-Mart China, Square France, Toshiba Vietnam Project	6.3		5.7	77
18	14	Assembly	Con Edison US	5.0		5.0	1
19	15	Aura by Omnicom	Air France Global	4.0		4.0	1
20	16	Resolution	Raytheon US, Palo Alto Network US, Adaptive BioTech T-Detect US	3.8		3.8	6
<b>2021 (Jan-Jun):</b>						<b>593.5</b>	<b>1,314</b>
<b>2020 (Jan-Jun):</b>						<b>415.7</b>	<b>1,151</b>
<b>YoY Comparison:</b>						<b>42.8%</b>	<b>14.2%</b>
<b>2021 Creative &amp; Media (Jan-Jun):</b>						<b>1,595.2</b>	<b>3,760</b>
<b>2020 Creative &amp; Media (Jan-Jun):</b>						<b>1,083.3</b>	<b>2,848</b>
<b>YoY Comparison:</b>						<b>47.3%</b>	<b>32.0%</b>

### 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.