



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2020

| 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               | -               | GSD&M              | Capital One US   | 50.0                                 |                     | 50.0                                    | 1           |       |
| 2               | 7               | Leo Burnett        | Bank of America US, Volkswagen China Project, Uni-President China Project                  | 26.9                                 |                     | 26.9                                    | 14          |       |
| 3               | 19              | Wunderman Thompson | Johns Hopkins Health System Corp US Project, Boehringer-Ingelheim Animal Health US Project | 15.4                                 | Hershey India       | 14.9                                    | 33          |       |
| 4               | 1               | Ogilvy             | Banpu Infinergy Thailand Project, KFP Hong Kong Project, Epson Taiwan                      | 13.5                                 |                     | 13.5                                    | 43          |       |
| 5               | -               | McGarryBowen       | Asahi Super Dry Global, Hershey US   | 13.0                                 | Branston, Mizkan UK | 11.9                                    | 2           |       |
| 6               | 12              | Droga5             | Hershey US   | 10.0                                 |                     | 10.0                                    | 1           |       |
| 7               | 5               | Publicis           | Nature Made vitamins US, Huawei - Digital China Project, Samsung eCommerce SEA             | 8.1                                  |                     | 8.1                                     | 18          |       |
| 8=              | 24              | Saatchi & Saatchi  | BMW Health Initiative Global, Foxtel Australia   | 8.0                                  |                     | 8.0                                     | 12          |       |
| 8=              | -               | Fred & Farid       | Longchamp Global   | 8.0                                  |                     | 8.0                                     | 1           |       |
| 8=              | -               | Wieden & Kennedy   | Heinz Ketchup US   | 8.0                                  |                     | 8.0                                     | 1           |       |
| 11              | -               | Joan Creative      | Virgin Hotels US   | 6.5                                  |                     | 6.5                                     | 1           |       |
| 12=             | -               | Jung von Matt      | Haribo Germany + Switzerland   | 5.0                                  |                     | 5.0                                     | 1           |       |
| 12=             | -               | Fold7              | Kronenbourg 1664 Global ex UK  | 5.0                                  |                     | 5.0                                     | 1           |       |
| 14              | 17              | BBDO               | Tourism Tasmania Digital Australia, Happy Bath Korea, Boehringer Ingelheim (Pets) Brazil   | 4.0                                  |                     | 4.0                                     | 16          |       |
| 15              | -               | Above+Beyond       | Subway UK & ROI, Danone (Oykos) UK Project   | 3.7                                  |                     | 3.7                                     | 9           |       |
| 16              | -               | 72andSunny         | Pabst Brewing US, Pinterest US, Tuft & Needle US Project                                   | 3.0                                  |                     | 3.0                                     | 3           |       |
| 17              | 3               | Havas Worldwide    | AIRBUS China Project, NAUSICAA France Project, Loews Hotels US Project                     | 5.2                                  | Orbitz US           | 3.2                                     | 17          |       |
| 18=             | 10              | MullenLowe Group   | Department of Tourism Philippines,   | 3.0                                  |                     | 3.0                                     | 5           |       |
| 18=             | 102             | David              | Turkish Airlines Global, Philippine International Convention Center                        | 3.0                                  |                     | 3.0                                     | 1           |       |
| 20              | 4               | McCann WorldGroup  | Thatchers cider UK, Lillet aperitif Europe   | 5.1                                  | Subway UK & ROI     | 2.3                                     | 20          |       |
|                 |                 |                    |  |                                      |                     | 2020(Jan):                              | 149.9       | 311   |
|                 |                 |                    |  |                                      |                     | 2019(Jan):                              | 125.3       | 267   |
|                 |                 |                    |  |                                      |                     | YoY Comparison:                         | 19.6%       | 16.5% |



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2020

| 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                      | 5               | MediaCom         | Hasbro Global, Ferrarelle Italy, Collistar Italy                                  | 17.3                                 | Goon Baby Diapers Thailand | 17.2                                    | 10            |
| 2                      | 10              | Starcom          | Jos A Bank N America, Intersnack Europe   | 14.2                                 |                            | 14.2                                    | 7             |
| 3                      | 8               | Universal McCann | Emirates Airlines Global  | 7.5                                  |                            | 7.5                                     | 1             |
| 4                      | 4               | Mindshare        | Yili China Digital Planning, Kasikorn Bank Thailand Project, Red Bull Netherlands | 8.3                                  | Mondelez Australia         | 6.7                                     | 26            |
| 5                      | 9               | PHD              | Casper US, Warner Bros Pictures Group Malaysia                                    | 7.0                                  | AmorePacific China         | 6.2                                     | 11            |
| 6                      | 3               | Horizon Media    | Regeneron US, Diamond Producers Association US, Sally Beauty US                   | 6.0                                  |                            | 6.0                                     | 3             |
| 7                      | -               | Wavemaker        | Mondelez Australia, Pernod-Ricard travel retail Global                            | 2.3                                  | Benetton India Digital     | 2.1                                     | 2             |
| 8                      | 6               | dentsu X         | Dashlane US, HDFC Ergo General Insurance Singapore Buying, Benetton India Digital | 2.0                                  | Vitalon Taiwan             | 1.8                                     | 3             |
| 9                      | 33              | Ikon             | Myer Australia  | 1.5                                  |                            | 1.5                                     | 1             |
| 10                     | 7               | Havas Media      | Correos Spain, Kia India, Europcar EMEA   | 9.3                                  | Emirates Airlines Global   | 1.4                                     | 19            |
| 11=                    | 12              | Spark Foundry    | Ancestry Australia  | 1.0                                  |                            | 1.0                                     | 2             |
| 11=                    | -               | Mediaplus        | De'Longhi UK  | 1.0                                  |                            | 1.0                                     | 1             |
| 13                     | -               | Assembly         | Pabst US  | 0.5                                  |                            | 0.5                                     | 1             |
| 14=                    | 52              | Thinkerbell      | SsangYong Australia   | 0.3                                  |                            | 0.3                                     | 1             |
| 14=                    | -               | Yonder Media     | FreeAgent UK  | 0.3                                  |                            | 0.3                                     | 1             |
| 14=                    | -               | Agenda21         | Vanarama UK Digital   | 0.3                                  |                            | 0.3                                     | 1             |
| 17                     | 38              | Bountiful Cow    | Camden Town Brewery UK  | 0.2                                  |                            | 0.2                                     | 1             |
| 18=                    | 15              | Initiative       | REPCO Australia, TCP Group Thailand, Wulling Indonesia                            | 1.6                                  | Intersnack Europe          | 0.1                                     | 8             |
| 18=                    | 22              | Madison Media    | Dr. Fixit India   | 0.1                                  |                            | 0.1                                     | 1             |
| 18=                    | -               | iProspect        | VFS Global India  | 0.1                                  |                            | 0.1                                     | 1             |
| <b>2020(Jan):</b>      |                 |                  |   |                                      |                            | <b>52.8</b>                             | <b>129</b>    |
| <b>2019(Jan):</b>      |                 |                  |   |                                      |                            | <b>125.2</b>                            | <b>240</b>    |
| <b>YoY Comparison:</b> |                 |                  |   |                                      |                            | <b>-57.8%</b>                           | <b>-46.3%</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.