

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	1	VMLY&R	BASF Agricultural US, Intel Global, Amorepacific China Project, Mars China Project	55.1	McDonalds Australia (digital)	52.1	35	
2	3	Leo Burnett	US Cellular US, Bank of America US, Vision Express UK, GlaxoSmithKline Japan Project	37.9		37.9	47	
3	2	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
4	5	Ogilvy	Instagram Japan, Nike Korea, Uncle Toby's cereals Australia, Double 8 games Taiwan Project	28.7		28.7	105	
5	4	Grey Group	Discover US, Walgreens Boots Alliance US, Lindt & Sprüngli US	28.3	Marks & Spencer fashion UK	27.9	17	
6	7	Wunderman Thompson	HSBC Global, Danone Aqua Indonesia, Unilever - Horlicks/Viva US, Mondelez (DesignSutra) US Project	29.9	Hershey India	29.4	73	
7	8	Havas Worldwide	Yili Group China, Republic Technologies US, Westhaven Solar US	18.3	Westhaven Solar US	16.3	38	
8	6	MullenLowe Group	Axe US, Corona US, Corona Seltzer US	18.1	US Cellular US	13.7	19	
9	9	Gut	Popeyes US, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil, Mercado Pago LatAm	13.5		13.5	3	
10	11	BBDO	Tourism Tasmania Digital Australia, Happy Bath Korea, Yes Bank India,	13.4	Pag-IBIG Fund Philippines	13.1	46	
11	10	McGarryBowen	Asahi Super Dry Global, Hershey US	13.5	Branston, Mizkan UK	12.4	3	
12	13	Publicis	Castorama France, Sanofi Australia, Nature Made vitamins US, Samsung eCommerce SEA	11.4	Plenty UK	10.9	45	
13	14	Isobar	TCL Electronics Global digital	10.2		10.2	17	
14	12	Droga5	Hershey US	10.0		10.0	1	
15=	15=	Fred & Farid	Longchamp Global	8.0		8.0	1	
15=	15=	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1	
17	21	Sapient	Mercedes-Benz China Project	7.8		7.7	10	
18	-	Dentsu	Total Gas Stations Brazil	7.5		7.5	67	
19	18	Joan Creative	Virgin Hotels US	6.5		6.5	1	
20	19=	Eleven	Cisco Systems US, Samsung Social US	6.0		6.0	2	
						2020(Jan-Mar):	370.3	760
						2019(Jan-Mar):	558.8	1,034
						YoY Comparison:	-33.7%	-26.5%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	1	MediaCom	Audi China Digital, Shanghai Volkswagen and Skoda China, P4 Play Poland	39.1	Allianz France	38.9	57	
2	5	PHD	Diageo Global, Lindt US, Royal Enfield motorcycles Global	31.6	AmorePacific China	30.9	38	
3	4	Mindshare	PepsiCo China, BBVA Spain, LATAM, Turkey, US Digital, Homeaway Italy	24.7	Mondelez Australia	23.2	44	
4	-	Zenith	Shanghai General Motors China, Vitalon Taiwan	17.8	Reckitt Benckiser South Africa	16.9	3	
5	7	Wavemaker	Daimler China, Mondelez Australia, Pernod-Ricard travel retail Global	17.3	Vikram Solar India AOR	16.6	3	
6	2	Starcom	Skyworth China (Digital media), Bio-essence Taiwan	14.5	Dickies Global	14.4	11	
7	-	OMD	Daimler China, SumUp France, Home Credit Bank Russia	24.9	Ancestry Australia	8.9	57	
8	3	Universal McCann	Emirates Airlines Global, Nike Korea, Safi Malaysia	8.7	Johnson & Johnson Aus & NZ	5.4	6	
9	-	GIC	Audi China Digital	5.0		5.0	1	
10	10	Havas Media	ACC Cement India, Nextlot Peru, Oppo Italy	10.9	Emirates Airlines Global	3.0	28	
11=	-	Accenture Interactive	BBVA Global Digital	2.5		2.5	1	
11=	-	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1	
13	21	MediaHub	La Quinta Hotels US, Lockheed Martin Global, Patron US	2.3		2.3	3	
14	6	Horizon Media	Regeneron US, Diamond Producers Association US, Sally Beauty US	6.0	Lindt US	2.2	3	
15	28	Tombras	Re/Max US	1.9		1.9	1	
16	18=	Initiative	Pernod Ricard Australia, Aussie Home Loans Australia, Mistine Thailand	3.3	Intersnack Europe	1.8	14	
17	11=	Spark Foundry	Ancestry Australia	1.7		1.7	5	
18	9	Ikon	Myer Australia	1.5	Aussie Home Loans Australia	1.1	1	
19	11=	Mediaplus	De'Longhi UK	1.0		1.0	1	
20	67	Pilot Media	Miele Germany	0.6		0.6	1	
						2020(Jan-Mar):	186.0	450
						2019(Jan-Mar):	235.3	665
						YoY Comparison:	-21.0%	-32.3%

### 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.