



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Apr 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	The Lee Brand Global, Adidas China, YMCA of the USA	63.4	Bumble Bee US	60.0	50	
2	14	Droga5	Allstate US, Maserati Global, Reform Alliance US	53.5		53.5	4	
3	4	Wunderman Thompson	HSBC Global, Samsung Mobile Social US, MengNiu China, Sugarlite APAC	38.7	Hershey India	38.2	104	
4	3	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
5	5	Ogilvy	Singapore Police Force, Sheela Foam India, Yuan education China Project	30.4		30.4	117	
6	6	Grey Group	Discover US, Walgreens Boots Alliance US, Lindt & Sprüngli US, Samsung Thailand Project	29.3	Marks & Spencer fashion UK	28.9	32	
7	18	Sapient	Mercedes-Benz China Project	18.2		18.1	12	
8	8	MullenLowe Group	Corona US Social Media, Canada Goose US CRM, Simplisafe US	22.4	US Cellular US	18.0	36	
9	7	Havas Worldwide	EDF Energy UK, Suzuki Motorcycle India, Lenovo India	18.7	Westhaven Solar US	16.7	50	
10	9	Gut	Headspace US, Popeyes US, Nestlé Brands Brazil	13.8		13.8	4	
11	10	BBDO	Brookvale Union Australia, Tourism Tasmania Digital Australia, Happy Bath Korea	13.9	XL Home Indonesia	12.8	47	
12	11	McGarryBowen	Asahi Super Dry Global, Hershey US	13.5	Branston, Mizkan UK	12.4	3	
13=	28	McCann WorldGroup	US Bank US, Lillet EMEA Project, PVCP China Project	15.7	Subway UK & ROI	12.0	51	
13=	13	Isobar	TCL Electronics Global digital, Xiaomi China Project, GSK China Project	12.0		12.0	22	
15	12	Publicis	Pharmavite(Nature Made) US, GSK China, Raymond Realty India	16.1	Aflac US	11.6	57	
16	15	Saatchi & Saatchi	Pechoin China Project, Yili shuohuanai China, Yue Hui City China	9.5		9.5	21	
17	19	Dentsu	Total Gas Stations Brazil	9.0		8.9	72	
18=	16	Fred & Farid	Longchamp Global	8.0		8.0	1	
18=	17	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1	
18=	22	FCB	Berjaya Sampo Insurance Malaysia, Mikes Hard Lemonade Global, Adamas Pharmaceuticals US	6.6		6.5	12	
						2020(Jan-Apr):	489.5	1,077
						2019(Jan-Apr):	553.2	1,162
						YoY Comparison:	-11.5%	-7.3%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Apr 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	3	Mindshare	Kangshifu China, Unilever China, Zhejiang Geely Auto Sales (Planning) China	62.0	Pandora US & Canada	56.9	69
2	1	MediaCom	Duracell Global, P&G Turkey, SIE China	43.4	Allianz France	42.5	105
3	2	PHD	Sudtirol Italy, Aasaan Job India, Eldorado Russia	33.8	AmorePacific China	21.4	58
4	12	Initiative	Gilead US, Pernod Ricard Winemakers APAC, Greek Government Greece Project	20.9	Intersnack Europe	19.4	36
5	7	OMD	Clorox brands US digital, Estee Lauder Companies UK, moebel.de Germany	33.6	Ancestry Australia	17.4	103
6	-	Publicis Media	Sephora North America, McDonald's China (Planning)	17.5		17.2	2
7	5	Zenith	Shanghai General Motors China, Vitalon Taiwan, FCA Jeep China	20.3	Grandvision Spain	16.1	4
8	4	Wavemaker	Daimler China, Mondelez Australia, Pernod-Ricard travel retail Global	17.3	Vikram Solar India AOR	15.7	3
9	11	Carat	Pandora US & Canada, Lionsgate UK, Kangshifu Noodles China	32.1	Diageo Global	10.5	71
10	6	Starcom	Deoleo Global, Kraft Heinz eCommerce China, British Council Korea Project	17.0	Duracell Global	9.5	17
11	8	Vizeum	Mccormick US	8.4	SF Studios Denmark	6.6	18
12	13	Havas Media	BBC UK, Grab Indonesia, Florentia Village China	14.6	Emirates Airlines Global	6.4	37
13	9	dentsu X	Dashlane US, HDFC Ergo General Insurance Singapore Buying, Benetton India Digital	12.6	Yara Thailand	5.9	53
14	10	CIG	Audi China Digital	5.0		5.0	1
15	-	Connelly Partners	Liberty Bank US	4.0		4.0	1
16=	19	Spark Foundry	Ancestry Australia, Mondelez eCommerce China	2.5		2.5	6
16=	14	Accenture Interactive	BBVA Global Digital	2.5		2.5	1
16=	15	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1
19	16	MediaHub	La Quinta Hotels US, Lockheed Martin Global, Patron US	2.3		2.3	3
20	18	Tombras	Re/Max US	1.9		1.9	1
						2020(Jan-Apr):	640
						2019(Jan-Apr):	846
						YoY Comparison:	-24.3%
						2020 Creative & Media (Jan-Apr):	1,717
						2019 Creative & Media (Jan-Apr):	2,008
						YoY Comparison:	-14.5%

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.