



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	8	Droga5	Hershey US, Allstate US, Maserati Global, Reform Alliance US	52.9		52.9	4	
2	1	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
3	4	VMLY&R	Inter Global, BASF Agricultural US, The Lee Brand Global, YMCA of the USA Digital	30.2	Bumble Bee US	29.8	4	
4	3	Grey Group	Discover US	26.5		26.5	1	
5	7	Wunderman Thompson	Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	23.7		23.7	17	
6	5	Gut	Popeyes US, Headspace US	12.8		12.8	2	
7	6	McGarryBowen	Asahi Super Dry Global, Manhattan Mini Storage US	11.9		11.9	3	
8	9	MullenLowe Group	Axe US, Corona US, Corona Seltzer US, Simplisafe US, Canada Goose US CRM	15.4	US Cellular US	11.0	12	
9	10	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1	
10	11	Joan Creative	Virgin Hotels US	6.5		6.5	1	
11	12	Eleven	Cisco Systems US	6.0		6.0	2	
12=	-	R/GA	Reddit US	5.5		5.5	5	
12=	-	McCann WorldGroup	US Bank US	6.5		5.5	1	
14	13	Havas Worldwide	Pillsbury US Digital & Social, Funfetti US Digital & Social	7.0		5.0	9	
15	-	Dagger	Aflac US	4.0		4.0	1	
16=	16=	72andSunny	Pabst Brewing US, Pinterest US, Turt & Needle US Project, Pabst Blue Ribbles US	8.0	Axe US	3.0	4	
16=	16=	AMP Agency	Zillow US Digital	3.0		3.0	1	
18=	21	Translation	New York Knicks US	2.0		2.0	1	
18=	18=	TBWA	Bubly US	2.0		2.0	1	
18=	18=	Johannes Leonardo	Vizzy Hard Seltzer US	2.0		2.0	1	
						2020(Jan-Apr)	178.3	133
						2019(Jan-Apr)	165.6	183
						YoY Comparison:	7.7%	-27.3%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	PHD	Casper US, Lindt US	13.8		13.8	5	
1-	9	Initiative	Gilead US, Groupon US Project	13.8		13.8	2	
3	-	Publicis Media	Sephora North America	10.0		10.0	1	
4	3	Starcom	Deoleo Global, Jos A Bank N America	9.0	Duracell Global	6.8	2	
5	2	MediaCom	Hasbro Global, Duracell Global , Headspace US	6.7		6.7	3	
6	4	Vizeum	Mccormick US	6.4		6.4	1	
7	-	Connelly Partners	Liberty Bank US	4.0		4.0	1	
8	5	MediaHub	La Quinta Hotels US, Patron US, Lockheed Martin Global	2.3		2.3	3	
9	7	Tombras	Re/Max US	1.9		1.9	1	
10	8	dentsu X	Dashlane US	1.5		1.5	1	
11-	10	Assembly	Pabst US	0.5		0.5	1	
11-	11	Accenture Interactive	BBVA Global Digital	0.5		0.5	1	
11-	12	VMLY&R	BASF Agricultural US	0.5		0.5	1	
11-	-	Mediassociates	Mount Sinai Health System US	0.5		0.5	1	
15-	13	Gallegos United	Cacique	0.3		0.3	1	
15-	14	Cogniscent Media	Massachusetts Eye and Ear US	0.3		0.3	1	
15-	19	Resolution	Food Client	0.3		0.3	1	
18	-	OMD	Clorox brands US digital	4.0	Hasbro Global	0.2	1	
19	-	Ocean Media		0.0	Casper US	-1.5	0	
20	-	Mindshare	BBVA Spain, LATAM, Turkey, US Digital	0.7	Pandora	-2.3	3	
						2020(Jan-Apr)	53.7	41
						2019(Jan-Apr)	79.1	69
						YoY Comparison:	-32.2%	-40.6%
						2020 Creative & Media (Jan-Apr)	232.0	174
						2019 Creative & Media (Jan-Apr)	244.7	252
						YoY Comparison:	-5.2%	-31.0%

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.