



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / May 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	Droga5	Hershey US, Allstate US, Maserati Global, Reform Alliance US	52.9		52.9	4	
2	2	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
3	3	VMLY&R	Intel Global, BASF Agricultural US, The Lee Brand Global, YMCA of the USA Digital	30.2	Bumble Bee US	29.8	4	
4	4	Grey Group	Discover US	26.5		26.5	1	
5	-	Deutsch	Petsmart US	24.0		24.0	1	
6	5	Wunderman Thompson	Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	23.7		23.7	17	
7	6	Gut	Popeyes US, Headspace US	12.8		12.8	2	
8	7	McGarryBowen	Asahi Super Dry Global, Manhattan Mini Storage US	11.9		11.9	3	
9	8	MullenLowe Group	Axe US, Corona US, Corona Seltzer US, Simplisafe US, Canada Goose US CRM	15.4	US Cellular US	11.0	12	
10	14	Havas Worldwide	American Eagle US Project , Jbg Smith US Project , Rocket League (Epic Games) US Project	11.5		9.5	13	
11	9	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1	
12	10	Joan Creative	Virgin Hotels US	6.5		6.5	1	
13	11	Eleven	Cisco Systems US	6.0		6.0	2	
14=	12=	R/GA	Reddit US	5.5		5.5	5	
14=	12=	McCann WorldGroup	US Bank US	6.5		5.5	1	
16	15	Dagger	Aflac US	4.0		4.0	1	
17	-	Crispin Porter & Bogusky	Vrbo US	4.0		4.0	1	
18	28	FCB	Ameriprise Financial US , ReAlta Life Sciences US Project	3.7		3.7	4	
19=	16=	72andSunny	Pabst Brewing US, Pinterest US, Tuft & Needle US Project, Pabst Blue Ribbon US	8.0	Axe US	3.0	4	
19=	16=	AMP Agency	Zillow US Digital	3.0		3.0	1	
						2020(Jan-May)	195.9	150
						2019(Jan-May)	298.1	220
						YoY Comparison:	-34.3%	-31.8%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / May 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=	Initiative	Salesforce Global, Gilead US, Groupon US Project	18.0		18.0	3
2	1=	PHD	Casper US, Lindt US	13.8		13.8	5
3	18	OMD	The Clorox Company, SodaStream US	17.5	Hasbro Global	13.7	3
4	-	Digitas	Sephora NA, Edgewell Personal Care, Feminine Care US	10.8		10.8	2
5	4	Starcom	Deoleo Global, Jos A Bank N America	9.0	Duracell Global	6.8	2
6	5	MediaCom	Hasbro Global, Duracell Global , Headspace US	6.7		6.7	3
7	6	Vizeum	Mccormick US	6.4		6.4	1
8	7	Connely Partners	Liberty Bank US	4.0		4.0	1
9	8	MediaHub	La Quinta Hotels US, Patron US, Lockheed Martin Global	2.3		2.3	3
10	9	Tombras	Re/Max US	1.9		1.9	1
11	10	dentsu X	Dashlane US	1.5		1.5	1
12	21	Universal McCann	Energizer Global, Emirates Airlines Global	8.1	Lockheed Martin Global	1.0	4
13=	11=	Assembly	Pabst US	0.5		0.5	1
13=	11=	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
13=	11=	VMLY&R	BASF Agricultural US	0.5		0.5	1
13=	11=	Mediassociates	Mount Sinai Health System US	0.5		0.5	1
17=	15=	Gallegos United	Cacique	0.3		0.3	1
17=	15=	Cogniscent Media	Massachusetts Eye and Ear US	0.3		0.3	1
17=	15=	Resolution	Food Client	0.3		0.3	1
20	-	Barkley	Delta Faucet US	0.2		0.2	1

2020(Jan-May)	75.9	48
2019(Jan-May)	135.9	85
YoY Comparison:	-44.2%	-43.5%

2020 Creative & Media (Jan-May)	271.8	198
2019 Creative & Media (Jan-May)	434.0	305
YoY Comparison:	-37.4%	-35.1%

### 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.