



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jun 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, Ecolab US	27.5		27.5	2	
5	5	Deutsch	Petsmart US	24.0		24.0	1	
6	6	Wunderman Thompson	Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	23.7		23.7	17	
7	7	Gut	Popeyes US, Headspace US	12.8		12.8	2	
8	8	McGarryBowen	Asahi Super Dry Global, Manhattan Mini Storage US	11.9		11.9	3	
9	9	MullenLowe Group	Axe US, Corona US, Corona Seltzer US, Simplisafe US, Canada Goose US CRM	15.4	US Cellular US	11.0	12	
10	11	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1	
11	77	Isobar	United Way of Greater Kansas City US	6.6		6.6	10	
12	12	Joan Creative	Virgin Hotels US	6.5		6.5	1	
13	14=	McCann WorldGroup	US Bank US, SAS Global	7.4		6.4	2	
14	13	Eleven	Cisco Systems US	6.0		6.0	2	
15	14=	R/GA	Reddit US	5.5		5.5	5	
16	10	Havas Worldwide	American Eagle US Project , Jbg Smith US Project , Rocket League (Epic Games) US Project	11.5	Peugeot Global	5.0	13	
17		O.P.EN(Omnicom)	Peugeot Global	4.5		4.5	1	
18=	16	Dagger	Aflac US	4.0		4.0	1	
18=	17	Crispin Porter & Bogusky	Vrbo US	4.0		4.0	1	
20	18	FCB	Ameriprise Financial US , ReAlta Life Sciences US Project	3.7		3.7	4	
						2020(Jan-Jun)	224.0	196
						2019(Jan-Jun)	263.5	240
						YoY Comparison:	-15.0%	-18.3%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jun 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, El Pollo Loco US, Citrix Global	20.6		20.6	5
2	2	PHD	Casper US, Lindt US, ServiceNow US, Ghirardelli US	15.7		15.7	7
3	26	Horizon Media	CBS US, Sally Beauty Holdings US, Stamps.com US	32.2	WW US	12.4	14
4	21	Dentsu Aegis Network	Kroger US, Generali Global	10.8		10.8	3
5	4	Digitas	Sephora NA, Edgewell Personal Care, Feminine Care US	10.8		10.8	2
6	6	MediaCom	Hasbro Global, Duracell Global, Headspace US, Farfetch Global Project, Herbal Essences US Project	9.5		9.5	5
7	5	Starcom	Deoleo Global, Jos A Bank N America	9.0	Duracell Global	9.0	2
8	7	Vizeum	Mccormick US	6.4		6.4	1
9	-	Essence	One Medical US Project, The North Face US, Airbnb Global	4.3		4.3	3
10	8	Connelly Partners	Liberty Bank US	4.0		4.0	1
11	-	Wavemaker	Bungie Global, Ecolab US	3.3	Air France US	2.4	3
12	9	MediaHub	La Quinta Hotels US, Patron US, Lockheed Martin Global	2.3		2.3	3
13=	10	Tombras	Re/Max US	1.9		1.9	1
13=	13=	Assembly	Pabst US, Super Cuts US, Old Dominion Freight US	1.9		1.9	3
13=	-	Hearts & Science	Air France US, San Diego Zoo US, Hallmark Retail - Gold Crown US	1.9		1.9	3
16	24	Mindshare	BBVA Spain, LATAM, Turkey, US Digital, WW US, John Deere (B2B) US	4.7	Pandora	1.7	5
17	11	dentsu X	Dashlane US	1.5		1.5	1
18	3	OMD	The Clorox Company, SodaStream US, Canva US, Angels Envy US	20.0	CBS US	1.2	5
19	17=	Resolution	Masimo US	1.0		1.0	2
20	-	Curiosity	Robert Rothschild Farms US	0.7		0.7	1

2020(Jan-Jun)	114.6	85
2019(Jan-Jun)	144.5	91
YoY Comparison:	-20.7%	-6.6%

2020 Creative & Media (Jan-Jun)	338.6	281
2019 Creative & Media (Jan-Jun)	408.0	331
YoY Comparison:	-17.0%	-15.1%

### 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.