



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / July 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, YMCA of the USA, Clorox China, Mediacorp Singapore Project	65.3	Bumble Bee US	61.8	97	
2	2	Druga5	Allstate US, Maserati Global, Reform Alliance US, CBS All Access US	56.5		56.5	5	
3	4	Ogilvy	Kaiquan water pump China Project, Huailai China Project, Nestlé Indonesia Project	50.2		50.1	204	
4	3	Wunderman Thompson	HSBC Global, Hastings Direct UK, Chunghua Telecom Taiwan	45.5	Hershey India	45.0	156	
5	5	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
6	7	Grey Group	Livinguard Global, Discover US, Walgreens Boots Alliance US, Lindt & Sprüngli US, Ecolab US	37.2	DELL India	36.8	38	
7	6	Isobar	United Way of Greater Kansas City US, Gota Media AB Sweden Project, Amway Korea Project	36.8		36.8	102	
8	8	Deutsch	Lowe's US, Petsmart US	34.0		34.0	2	
9	11	Publicis	Pharmavite(Nature Made) US, GSK Global Production, GSK China, APPLE China Project	33.4	Aflac US	28.1	108	
10	9	Sapient	Mercedes-Benz China Project	22.9		22.8	21	
11	25	R/GA	Benetton US, VF Corp US, OSOM US	20.5		20.5	14	
12	10	MullenLowe Group	Corona US Social Media, Canada Goose US CRM, Simplisafe US, Citi Australia	24.9	US Cellular US	20.2	38	
13	15	Havas Worldwide	Procter & Gamble Russia, Servier Russia, To The Moon Mobile Russia Project	36.8	Peugeot Global	18.8	83	
14-	-	Anomaly	Coca-Cola US	32.0		17.0	5	
14-	17	Saatchi & Saatchi	BT UK, Yili China, Danone China Project , OPPO China Project , Sensodyne Singapore Project	17.5	Yayoi Thailand	17.0	35	
16	12	McCann WorldGroup	US Bank US, SAS Global, Nestle China Project, Richemont China Project,	20.1	Subway UK & ROI	16.4	92	
17	13	O.P.EN(Omnicom)	Peugeot Global	15.0		15.0	1	
18	16	Gut	Headspace US, Popeyes US, Nestlé Brands Brazil, Bud66 (Anheuser-Busch InBev) Paraguay	14.2		14.2	5	
19	20	FCB	DHL Middle East, Axionics Modulation Technologies US, Cara Therapeutics US	14.1		14.0	19	
20	18	Dentsu	Total Gas Stations Brazil, SCG Packaging Thailand Project, Land Transport Authority of Singapore Project	14.8	Kmart Australia	13.7	124	
						2020(Jan-Jul):	778.8	1,928
						2019(Jan-Jul):	904.2	1,940
						YoY Comparison:	-13.9%	-0.6%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / July 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	2	OMD	Carva US, McDonald's Spain, Poltronosofà Italy, Discovery Communications Norway	83.3	CBS US	56.6	212
2	1	Mindshare	WW US, Dongfeng Nissan China, Alibaba China, Oppo Malaysia	64.9	Pandora US & Canada	55.7	111
3	3	MediaCom	Duracell Global, P&G Turkey, Circle K US, Dabur India Digital, Vodafone UAE	57.7	Teekanne Germany	49.7	188
4	7	Starcom	Deoleo Global, Kraft Heinz eCommerce China, Kraft Heinz US, Tencent CSIG China	52.7	Duracell Global	48.8	27
5	4	PHD	Bytedance Singapore, Chedraui Mexico, SAP Global, Foodstuffs New Zealand	56.3	TikTok Global	37.9	137
6	5	Wavemaker	Bytedance China, Tencent Holdings China, Bungie Global, L'Oréal Indonesia	43.9	Air France US	37.7	94
7	6	Initiative	Citrix Global, El Pollo Loco US, ELPE Greece, Modemark Roether Germany	34.8	Intersnack Europe	32.7	69
8	9	Zenith	Reckitt Benckiser US, TikTok Global, Disney+ Southeast Asia	40.5	Poltronosofà Italy	31.3	23
9	10	Horizon Media	CBS US, Sally Beauty Holdings US, Stamps.com US	34.2	WW US	26.9	15
10	8	Carat	Pandora US & Canada, Lionsgate UK, Vitasoy China, Intel China	40.7	H&M Denmark	19.3	122
11	11	Dentsu Aegis Network	Kroger US, Generali Global	13.2		12.2	3
12	12	Digitas	Sephora NA, Edgewell Personal Care, Feminine Care US	10.8		10.8	2
13	13=	WPP	Unilever China	10.0		10.0	1
14	15	Havas Media	Helen of Troy home & hygiene US, Eutelsat/Konnect Europe & Africa	18.6	Remy Cointreau China	9.8	53
15	18	Universal McCann	Energizer Global, Emirates Airlines Global, Lazada SE Asia, Food Panda Japan, Quibi US	21.5	Chedraui Mexico	9.0	28
16	13=	dentsu X	Lark Singapore, ELCA Korea, Huaxiaozhu China, Kewpie China	16.9	Yara Thailand	8.8	133
17	16	Essence	Airbnb Global, The North Face US, One Medical US Project	8.4		8.4	9
18	27	Hearts & Science	Reckitt Benckiser US	6.9		6.9	4
19	17	Vizeum	Mccormick US, Zambon Italy, Spain, Shiseido China Project, Burberry China Project	9.4	Lazada SE Asia	6.1	32
20	24	MediaHub	Twitch EMEA, Moleskine UK, CMC Markets Singapore	5.5		5.5	6

2020(Jan-Jul):	515.3	1,333
2019(Jan-Jul):	563.2	1,723
YoY Comparison:	-8.5%	-22.6%

2020 Creative & Media (Jan-Jul):	1,294.1	3,261
2019 Creative & Media (Jan-Jul):	1,467.3	3,663
YoY Comparison:	-11.8%	-11.0%

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.