



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Droga5	Hershey US, Allstate US, Maserati Global, Reform Alliance US, CBS All Access US	55.9		55.9	5	
2	2	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
3	5	Deutsch	Lowe's US, Petsmart US	34.0		34.0	2	
4	4	Grey Group	Livinguard Global, Discover US, Ecolab US	31.5		31.5	3	
5	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	
6	6	Wunderman Thompson	Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	23.7		23.7	17	
7	15	R/GA	Reddit US, Benetton US, VF Corp US, OSOM US	19.5		19.5	13	
8	7	Gut	Popeyes US, Headspace US	12.8		12.8	2	
9	9	MullenLowe Group	Corona US, Axe US, Corona US, Corona Seltzer US, Simplisafe US, Canada Goose US CRM	16.9	US Cellular US	12.5	13	
10	206	Anomaly	Coca-Cola US	26.8		11.8	5	
11	27	Doner	Alfa Romeo US, USA Network's "The Biggest Loser" US, Vault Health US	9.0		9.0	8	
12	8	McGarryBowen	Manhattan Mini Storage US	8.5		8.5	3	
13	11	Isobar	United Way of Greater Kansas City US	6.6		6.6	10	
14	12	Joan Creative	Virgin Hotels US	6.5		6.5	1	
15	13	McCann WorldGroup	US Bank US, SAS Global	7.4		6.4	2	
16	14	Eleven	Cisco Systems US	6.0		6.0	2	
17	20	FCB	Ameriprise Financial US , ReAlta Life Sciences US Project, Axionics Modulation Technologies US, Cara Therapeutics US	5.7		5.7	6	
18	16	Havas Worldwide	American Eagle US Project , Jbg Smith US Project , Rocket League (Epic Games) US Project	11.5	Peugeot Global	5.0	13	
19	17	O.P.EN(Omnicom)	Peugeot Global	4.5		4.5	1	
20	83	Publicis	GSK Global Production , Nature Made vitamins US	8.2		4.2	3	
						2020(Jan-Jul)	268.7	221
						2019(Jan-Jul)	297.1	253
						YoY Comparison:	-9.6%	-12.6%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	7	Starcom	Kraft Heinz US, Deoleo Global, Jos A Bank N America	38.8	Duracell Global	38.8	3
2	3	Horizon Media	CBS US, Sally Beauty Holdings US, Stamps.com US	34.2	WW US	26.9	15
3	1	Initiative	Salesforce Global, Gilead US, Groupon US Project, El Pollo Loco US, Citrix Global	20.6		20.6	5
4	2	PHD	Casper US, Lindt US	15.7	TikTok Global	13.2	7
5	-	Zenith	Reckitt Benckiser US, TikTok Global	12.5		12.5	2
6	6	MediaCom	Circle K US, Framebridge US, Hasbro Global, Duracell Global , Headspace US, Farfetch Global Project	12.4		12.4	7
7	4	Dentsu Aegis Network	Kroger US, Generali Global	10.8		10.8	3
8	5	Digitas	Sephora NA, Edgewell Personal Care, Feminine Care US	10.8		10.8	2
9	13=	Hearts & Science	Reckitt Benckiser US	6.9		6.9	4
10	8	Vizeum	Mccormick US	6.4		6.4	1
11	9	Essence	One Medical US Project, The North Face US, Airbnb Global	4.3		4.3	3
12	10	Connelly Partners	Liberty Bank US	4.0		4.0	1
13	11	Wavemaker	Bungie Global, Ecolab US	3.3	Air France US	2.4	3
14	12	MediaHub	La Quinta Hotels US, Patron US, Lockheed Martin Global	2.3		2.3	3
15=	13=	Tombras	Re/Max US	1.9		1.9	1
15=	13=	Assembly	Pabst US, Super Cuts US, Old Dominion Freight US	1.9		1.9	3
17	16	Mindshare	BBVA Spain, LATAM, Turkey, US Digital, WW US, John Deere (B2B) US	4.7	Pandora	1.7	5
18	18	OMD	Canva US, The Clorox Company, SodaStream US, Canva US, Angels Envy US	20.5	CBS US	1.7	6
19	17	dentsu X	Dashlane US	1.5		1.5	1
20	19	Resolution	Masimo US	1.0		1.0	2

2020(Jan-Jul)	178.3	95
2019(Jan-Jul)	172.8	107
YoY Comparison:	3.2%	-11.2%

2020 Creative & Media (Jan-Jul)	446.9	316
2019 Creative & Media (Jan-Jul)	469.9	360
YoY Comparison:	-4.9%	-12.2%

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.