



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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	OKM Argentina, Brazil, adidas-neo China Project, Tesco Malaysia Project	69.8	Bumble Bee US	66.4	122	
2	9	Isobar	DKMS Switzerland Project, Kvik A/S Denmark Project, Panasonic Singapore Project	65.7		65.7	243	
3	2	Ogilvy	Huadong Medicine China Project, Evergrande Group China Project, Shinybrands Taiwan Project	65.2	KFC Singapore	63.7	296	
4	5	Havas Worldwide	Wells Fargo US Project, 3M US, B4 Growth Portugal Project	80.0	Peugeot Global	62.0	158	
5	3	Droga5	Allstate US, Maserati Global, Reform Alliance US, CBS All Access US	56.5		56.5	5	
6	4	Wunderman Thompson	Perfetti van Melle Indonesia, Amway China, AMFI India Project	57.0	Hershey India	56.3	201	
7	6	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
8	8	Grey Group	Carlsberg Global, NBA US Project, Haagen Dazs US Project	52.6	AARP US	39.7	223	
9	7	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
10	12	R/GA	Spotify US Project, VinGroup / VinFast US Project, Beam Suntory US	35.0		35.0	22	
11	10	Publicis	Nike China, Diageo Taiwan Project, QLD Health and Wellbeing Australia Project	38.0	Aflac US	32.7	131	
12	11	Sapient	Mercedes-Benz China Project	25.2		25.1	30	
13	24	BBDO	AARP US, Brookvale Union Australia, Tourism Tasmania Digital Australia, JD.com China	32.5	Postbank Germany	23.2	104	
14	16	72andSunny	Spotify Global, Freedom Foods Australia, Adobe Global, Sandle Australia	28.0	Trojan condoms N America	22.0	13	
15	13	Saatchi & Saatchi	Peugeot Motorcycles Europe, Lu biscuits Germany, Vivo China Project, Porsche China Project	22.9	Yayoi Thailand	21.6	46	
16	14	MullenLowe Group	Two Lane US, Sientra US, High West Whiskey US	26.2	US Cellular US	21.3	85	
17	17	FCB	Pharming US, DHL Dubai, Sierra Oncology US, Aché Brazil, Lévy Brazil,	18.0		17.9	29	
18	15	McCann WorldGroup	Beats China Project, Rinrei Japan Project, CPF.gov.sg Hong Kong Project	21.2	Subway UK & ROI	17.5	103	
19	21	Dentsu	House Foods Taiwan Project, PT Bank Negara Indonesia Project, UMW Toyota Motor Malaysia Project	18.3	Kmart Australia	17.1	169	
20	19	O.P.EN(Omnicom)	Peugeot Global	15.0		15.0	1	
						2020(Jan-Sep):	1,058.1	2,873
						2019(Jan-Sep):	1,246.0	2,638
						YoY Comparison:	-15.1%	8.9%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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	OMD	Noom US, DKB Germany, Money Mart Canada, SAP Global	94.2	Longchamp France, Germany	66.6	245	
2	4	MediaCom	Uber Global, Xiaomi Global, Tencent Fit China, RoadKing Hong Kong	71.9	Combe Canada	63.9	213	
3	3	Starcom	E.on Energy Europe, Pharmeasay India, Apica Group (ANA Oils) India	71.6	Spinmaster France	61.8	65	
4	2	Mindshare	Amazon Fashion Japan Project, Neurocrine US, Dollar Shave Club US, Zespri kiwi fruit Global	72.3	Pharmeasay India	60.3	118	
5	5	Wavemaker	Pernod Ricard US, Perfetti Van Melle US, Riverside Naturals Canada	67.0	RNLI UK	58.2	155	
6	7	PHD	LG APAC Project, Toyota/Lexus Belgium, Warsteiner Spain Project	60.7	Manchester City FC UK	40.7	165	
7	6	Zenith	Reckitt Benckiser US, TikTok Global, GAC FCA China, Hong Kong Disneyland APAC	50.4	ZDF Germany	38.8	61	
8	8	Initiative	Hagebau Germany, Degroof Petercam Belgium, Meesho India	36.4	Intersnack Germany, Austria, Hungary	32.6	92	
9	9	Horizon Media	Orkin pest control US, Jenny Craig US, RMHDA US, Mayo Clinic SEM US	38.4	WW US	31.1	23	
10	10	Carat	Kraft Heinz Global (Non-US), Pandora US & Canada, A.P. Honda Thailand, Foodpanda Taiwan Project	49.4	John West UK	27.2	177	
11	22	Vizeum	Spinmaster France, Swedish Match EMEA, British Columbia Gvt Canada	29.2	Lazada SE Asia	24.2	57	
12	14	Havas Media	Signify Global, Loterias Christmas Spain Project, BBC UK, Lactalis France	35.5	FDJ France	18.0	88	
13	11	Digitas	Whirlpool US, Sun Basket US Project, Edrington Singapore	16.1		16.1	5	
14	12	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5	
15	19	dentsu X	Association of Mutual Funds in India, Pharma Science Australia, Honda Malaysia Project	20.7	Axis Mutual Funds India	12.4	194	
16	15	MediaHub	Esperion Pharma US, Dietz & Watson US, Fuji Instax Europe	11.0		11.0	9	
17	16	WPP	Unilever China	10.0		10.0	1	
18	17	Universal McCann	Energizer Global, Emirates Airlines Global, Lazada SE Asia, Food Panda Japan, Quibi US	21.5	Intersnack Romania	8.8	28	
19	18	Blue 449	FDJ France	8.8		8.8	1	
20	20	Essence	Airbnb Global, The North Face US, One Medical US Project	8.4	UpGrad India	8.1	9	
						2020(Jan-Sep):	649.3	1,818
						2019(Jan-Sep):	703.2	2,075
						YoY Comparison:	-7.7%	-12.4%
						2020 Creative & Media (Jan-Sep):	1,707.5	4,691
						2019 Creative & Media (Jan-Sep):	1,949.2	4,713
						YoY Comparison:	-12.4%	-0.5%

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.