



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Droga5	Hershey US, Allstate US, Maserati Global, Reform Alliance US, CBS All Access US	55.9		55.9	5	
2	2	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
3	3	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
4	5	VMLY&R	Zespri Global, Intel Global, BASF Agricultural US, The Lee Brand Global, YMCA of the USA Digital Spotify US Project, VinGroup /	31.1	Bumble Bee US	30.7	5	
5	7	R/GA	VinFast US Project, Beam Suntory US Project	29.5		29.5	19	
6	6	Wunderman Thompson	Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	23.7		23.7	17	
7	4	Grey Group	NBA US Project, Haagen Dazs US Project, Becton Dickinson US	35.8		23.3	28	
8	11	Havas Worldwide	Wells Fargo US Project, 3M US, Broadstone Technologies US	28.0	Peugeot Global	21.5	34	
9	18	Isobar	Intel Corporation US Project, The Fresh Market US Project, Wilbert Funeral Services US Project	14.1		14.1	39	
10	9	MullenLowe Group	Two Lane US, Sientra US, High West Whiskey, Unshackled Wine Company & Prisoner Wine Company	17.6	US Cellular US	13.2	24	
11	8	Gut	Popeyes US, Headspace US	12.8		12.8	2	
12	-	BBDO	AARP US	12.5		12.5	1	
13	10	Anomaly	Coca-Cola US	26.8		11.8	5	
14	12	Empower	GoDaddy US, Conn's Home Plus US, American Standard US	10.5		10.5	5	
15	16	72andSunny	Spotify Global, Adobe Global, Faust Brewing US, Pinterest US, Tuft & Needle US Project	16.5	Trojan condoms N America	10.5	6	
16=	13	Doner	Alfa Romeo US, USA Network's "The Biggest Loser" US, Vault Health US	9.0		9.0	8	
16=	14	Vaynermedia	Hard Rock Hotel & Casino US, TikTok US social, O-I Glass US	9.0		9.0	3	
16=	-	Duncan Channon	Covered California US, Ferrara Candy Company's Black Forest	9.0		9.0	2	
19	15	McGarryBowen	Manhattan Mini Storage US	8.5		8.5	3	
20	17	FCB	Pharming US, Sierra Oncology US, Ameriprise Financial US, ReAlta Life Sciences US Project	6.7		6.7	8	
						2020(Jan-Sep)	364.0	362
						2019(Jan-Sep)	411.9	333
						YoY Comparison:	-11.6%	8.7%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Starcom	Tailored Brands USA, Canada, Sandals Resorts US, Entertainment Studios US	46.2	Duracell Global	46.2	6	
2	2	Horizon Media	Jenny Craig US, RMHDA US, Mayo Clinic SEM US	38.4	WW US	31.1	23	
3	13	Vizeum	Mccormick US, Kroger US	23.9		23.9	2	
4	3	Initiative	Salesforce Global, Gilead US, Groupon US Project, El Pollo Loco US, Citrix Global	20.6		20.6	5	
5	5	Wavemaker	Pernod Ricard US, Perfetti Van Melle US, Bungie Global, Ecolab US, Novo Nordisk US	20.2	Air France US	19.1	7	
6	9	MediaCom	Uber Global, Circle K US, Framebridge US, Hasbro Global, Duracell Global, Headspace US	16.9		16.9	8	
7	4	Digitas	Whirlpool US, Sun Basket US Project, Sephora NA, Edgewell Personal Care, Feminine Care US	16.1		16.1	4	
8=	6	PHD	Casper US, Lindt US	15.7	TikTok Global	13.2	7	
8=	7	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5	
10	8	Zenith	Reckitt Benckiser US, TikTok Global, Longchamp USA, Italy, Spain	12.7		12.7	3	
11	11	Mindshare	Neurocrine US, Dollar Shave Club US, Zespri kiwi fruit Global	10.8	Pandora	7.8	9	
12	12	MediaHub	Esperion Pharma US, Dietz & Watson US	6.8		6.8	5	
13	14	Essence	One Medical US Project, The North Face US, Airbnb Global	4.3		4.3	3	
14	17	OMD	Noom US, Canva US, The Clorox Company, SodaStream US, Canva US	23.0	CBS US	4.2	7	
15	15	Connelly Partners	Liberty Bank US	4.0		4.0	1	
16	19	Havas Media	Signify Global, Epic Games US, Upjohn US, Helen of Troy US	5.2	Emirates Airlines Global	2.2	5	
17	16	Tombras	Re/Max US	1.9		1.9	1	
18	10	Dentsu Aegis Network	Kroger US, Generali Global	1.8		1.8	2	
19	18	dentsu X	Dashlane US	1.5		1.5	1	
20	20	Resolution	Masimo US	1.0		1.0	2	
						2020(Jan-Sep)	244.9	138
						2019(Jan-Sep)	253.9	134
						YoY Comparison:	-3.6%	3.0%
						2020 Creative & Media (Jan-Sep)	608.9	500
						2019 Creative & Media (Jan-Sep)	665.8	467
						YoY Comparison:	-8.5%	7.1%

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 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.