



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2021

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	Ogilvy	Enterprise Holdings Global, World of Hyatt Global, Lesso China	72.9	Instagram Global	68.9	245	
2	2	Havas Worldwide	Volkswagen UK, Asda UK, GSK Biopharma UK, Spirax-Sarco Engineering UK Project	59.9		59.9	197	
3	3	VMLY&R	US NAVY US, Volkswagen Germany, PGI India	50.5	Furphy Australia	40.4	110	
4	5	Leo Burnett	Infiniti Japan Project, SAIC R-Car China, Huaxia Bank Credit Card Centre China Project	39.2	US Cellular US	37.3	87	
5	17	BBDO	Home Depot US	40.1	Asda UK	34.1	40	
6	4	Code and Theory	Johnson's Baby US, Con Edison US, Washington Football Team US	27.7		27.7	16	
7	12	Grey Group	MassMutual US, TheFork Australia, Ooredoo Qatar Project	25.6	M&S Food UK	25.1	69	
8	6	Wunderman Thompson	Barilla France social, Project Management Institute Singapore, Richemont China	23.5		23.3	83	
9	-	Doner	Johnson's Baby US, Travelocity US	22.0		22.0	2	
10	-	Accenture Interactive	Jaguar Land Rover Global	20.0		20.0	1	
11	7	Publicis	Barilla Global, Asiamiles Hong Kong Project, Kalpataru Builders India	22.3	Ricola Europe	18.8	46	
12	13	McCann WorldGroup	Plan International Global, SGM China, SkipTheDishes Canada	14.0		14.0	38	
13	10	Wieden & Kennedy	Kraft Mayo US, Impossible Meat US, Evian Global	12.5		12.5	6	
14	11	Dentsu	Heinz Baked Beans UK, Geely China Project	19.6	United Airlines Global	11.4	52	
15	14	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US	10.0		10.0	1	
16	19	FCB	Groupon Global, Genting Skyworlds Theme Park Malaysia,	9.3		9.1	16	
17	8	DDB	JetBlue US, Diageo brands N Europe, Proximo Australia	26.7	Johnson's Baby US	8.8	77	
18	15	The & Partnership	LG TVs Global	8.5		8.5	2	
19	18	ThinkerBell	Repcos ANZ, ME Bank Australia Project, B&D Australia Project	8.4		8.4	16	
20	-	Mojo Supermarket	Truth Initiative US	8.0		8.0	2	
						2021 (Jan-Apr):	585.1	1,547
						2020 (Jan-Apr):	489.5	1,077
						YoY Comparison:	19.5%	43.6%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Apr 2021

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	-	Publicis Groupe	Stellantis Global	120.0		120.0	1	
2	1	Zenith	TD Bank US, Pet Culture Australia, 3 Bears Ukraine, Carsome India	64.3	NatWest Group UK	56.8	46	
3	2	Wavemaker	US Navy US, IM Motors China, Mark Anthony Brands Ireland	51.8	South Australia Tourism Australia	43.2	179	
4	3	OMD	Schwan's US, LAZADA Philippines, L'oreal Greece	44.0	Svenska Spel Sweden	40.9	75	
5	4	Horizon Media	Hershey Company US, INSP TV US, Veer Gear US	37.1		37.1	24	
6	7	Havas Media	Dr Pepper USA and Canada, Laboratoires Filorga Global,	46.5	Con Edison US	35.5	78	
7	8	PHD	Audi China, Spin Master US, IKEA Malaysia	35.8	Humana US	28.2	74	
8	6	Spark Foundry	Inspire Brands US, Humana US, Toyota Australia, Brown Forman SEA	23.0	Great Wolf Lodge US	20.3	17	
9	5	Digitas	Inspire Brands US	22.3	Hewlett Packard Enterprise US Digital	19.8	5	
10	10	Mediahub	Hallmark Channel US, Tally US, Slack Global, New Balance Europe,	12.3	INSP TV US	11.8	5	
11	14	Initiative	Amazon WFS UK, Germany, France, NatWest Group UK, Government of	15.6	Spin Master US	9.9	58	
12	12	MediaCom	Hurtigruten Norway, GBM Mexico, Febreze, Swiffer Korea	14.1	Nikon Europe	9.0	58	
13	11	GroupM	Henkel Germany	8.0		8.0	1	
14	13	Assembly	Con Edison US	5.0		5.0	1	
15	16	Aura by Omnicom	Air France Global	4.0		4.0	1	
16	17	Resolution	Raytheon US, Palo Alto Network US, Adaptive BioTech T-Detect US	3.8		3.8	6	
17	9	Universal McCann	Enterprise Alamo National rental Global, Accor Hotels US, Behr Paints	16.8	Hershey Company US	2.8	21	
18	18	Hearts & Science	BDC Canada, Air France Canada	2.8		2.8	3	
19	-	Mediasmith	PetSmart US	2.5		2.5	1	
20	19	Epsilon	AB InBev brands US	2.0		2.0	1	
						2021 (Jan-Apr):	463.5	883
						2020 (Jan-Apr):	272.7	640
						YoY Comparison:	69.9%	38.0%
						2021 Creative & Media (Jan-Apr):	1,048.6	2,430
						2020 Creative & Media (Jan-Apr):	762.2	1,717
						YoY Comparison:	37.6%	41.5%

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.