



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	Zespri Global, Sadia (BRF) Brazil Digital, HSBC Singapore Project	68.6	Bumble Bee US	65.1	110	
2	3	Ogilvy	Cars24 services India, Shougang Group China Project, Central Familymart Thailand Project	59.5	KFC Singapore	58.0	268	
3	2	Droga5	Allstate US, Maserati Global, Reform Alliance US, CBS All Access US	56.5		56.5	5	
4	4	Wunderman Thompson	Nestle Indonesia, Unilever Indonesia Project, Unilever China Project	51.0	Hershey India	50.5	179	
5	13	Havas Worldwide	Beam Suntory US Project, Atos France Project, Diageo US Project	62.2	Peugeot Global	44.2	130	
6	8	Deutsch	Lowe's US, Petsmart US, Walmart+ US	39.0		39.0	3	
7	5	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
8	6	Grey Group	AT&T Mexico, Livinguard Global, Discover US, Walgreens Boots Alliance US	37.4	DELL India	37.0	39	
9	7	Isobar	United Way of Greater Kansas City US, Gota Media AB Sweden Project, Amway Korea Project	36.8		36.8	102	
10	9	Publicis	Barilla Europe, Zhuhai Huafa Trade Development China, Nescafe_Masterbrand China	36.6	Aflac US	31.3	118	
11	10	Sapient	Mercedes-Benz China Project	24.7		24.6	27	
12	11	R/GA	Benetton US, VF Corp US, OSOM US, Siemens brand UK	24.5		24.5	15	
13	14=	Saatchi & Saatchi	Peugeot Motorcycles Europe, Lu biscuits Germany, Siemens China Project	22.4	Yayoi Thailand	21.9	41	
14	12	MullenLowe Group	Corona US Social Media, Canada Goose US CRM, Simplisafe US, Citi Australia	24.9	US Cellular US	20.2	38	
15	16	McCann WorldGroup	Beats China Project, Rinrei Japan Project, CPF.gov.sg Hong Kong Project	20.9	Subway UK & ROI	17.2	102	
16	26	72andSunny	Adobe Global, Sendle Australia	22.5	Trojan condoms N America	16.5	11	
17	19	FCB	Pharming US, DHL Dubai, Sierra Oncology US	15.5		15.4	22	
18	14=	Anomaly	Coca-Cola US	32.0	T-Mobile Netherlands	15.0	5	
19	17	O.P.EN(Omnicom)	Peugeot Global	15.0		15.0	1	
20	18	Gut	Headspace US, Popeyes US, Nestlé Brands Brazil, Bud66 (Anheuser-Busch InBev) Paraguay	14.2		14.2	5	
						2020(Jan-Aug):	923.4	2,223
						2019(Jan-Aug):	1,135.4	2,265
						YoY Comparison:	-18.7%	-1.9%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	SAP Giboal, HUK Coburg Germany, Cozy Home (Shop) Russia	89.8	Longchamp France, Germany	62.2	231	
2	2	Mindshare	Neurocrine US, Dollar Shave Club US, Zespri kiwi fruit Global	72.2	Hong Kong Disneyland APAC	61.0	115	
3	4	Starcom	Tailored Brands USA, Canada, Sandals Resorts US, Intersnack UK, France, Slovakia, Poland	68.1	Kraft Heinz Global (Non-US)	59.3	62	
4	3	MediaCom	Xiaomi Global, Tencent Fit China, RoadKing Hong Kong	62.9	Combe Canada	54.9	212	
5	6	Wavemaker	Novo Nordisk US, PICS II US, Telkom South Africa	60.1	RNLI UK	52.3	128	
6	8	Zenith	Reckitt Benckiser US, TikTok Global, GAC FCA China, Hong Kong Disneyland APAC	50.9	ZDF Germany	39.5	62	
7	5	PHD	PepsiCo South Africa, MTN Digital Service South Africa, Magnit Russia	56.3	TikTok Global	36.6	144	
8	7	Initiative	Citrix Global, MK Restaurant Thailand, Vinted Italy, BWX UK Project	35.5	Intersnack Germany, Austria, Hungary	32.1	80	
9	9	Horizon Media	Jenny Craig US, RMHDA US, Mayo Clinic SEM US	37.1	WW US	29.8	22	
10	10	Carat	Kraft Heinz Global (Non-US), Pandora US & Canada, Lionsgate UK, Vitasoy China, Intel China	44.9	Intersnack Netherlands	23.5	123	
11	12	Digitas	Whirlpool US, Sun Basket US Project, Edrington Singapore	16.1		16.1	5	
12	18	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5	
13	11	Dentsu Aegis Network	Kroger US, Generali Global	13.2		12.2	3	
14	14	Havas Media	BBC UK, Epic Games US, Audible.ca Canada	29.3	FDJ France	11.8	76	
15	20	MediaHub	Esperion Pharma US, Dietz & Watson US, Fuji Instax Europe	11.0		11.0	9	
16	13	WPP	Unilever China	10.0		10.0	1	
17	15	Universal McCann	Energizer Global, Emirates Airlines Global, Lazada SE Asia, Food Panda Japan, Quibi US	21.5	Intersnack Romania	8.8	28	
18	-	Blue 449	FDJ France	8.8		8.8	1	
19	16	dentsu X	Lark Singapore, ELCA Korea, Huaxiaozhu China, Kewpie China	16.9	Axis Mutual Funds India	8.6	133	
20	17	Essence	Airbnb Global, The North Face US, One Medical US Project	8.4	UpGrad India	8.1	9	
						2020(Jan-Aug):	595.9	1,575
						2019(Jan-Aug):	618.8	1,840
						YoY Comparison:	-3.7%	-14.4%
						2020 Creative & Media (Jan-Aug):	1,519.3	3,798
						2019 Creative & Media (Jan-Aug):	1,754.2	4,105
						YoY Comparison:	-13.4%	-7.5%

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.