



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jan 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	7	VMLY&R	Sam's Club US, FluMist US, J&J Project	22.5	Skyy vodka	21.2	4
2	-	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1
3	14	Mother	Shipt US	4.0		4.0	1
4	27	Duncan Channon	Calif Dept Health vaccination US brnd cmms	4.0		4.0	1
5	-	M Booth	Bed Bath & Beyond US	4.0		4.0	1
6	125	WPP	Victoria's Secret Global	4.0		4.0	1
7	40	TBWA	Air France Global	2.4		2.4	1
8	24	Mono	Skyy vodka Global	2.3		2.3	2
9	5	GSD&M	Avocados From Mexico US	2.0		2.0	1
10	26	Vaynermedia	Scotts Miracle-Go US	2.0		2.0	1
11	42	Code and Theory	IT Client	2.0		2.0	4
12	11	Wieden & Kennedy	Visa US	1.5		1.5	3
13	-	Work In Progress	Mike's Hard Lemonade US	1.0		1.0	1
14	-	Argonaut	The Zebra US	1.0		1.0	1
15	2	Huge	MongoDB US Project	0.7		0.7	5
16	9	Havas Worldwide	Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project	3.0	Air France	0.6	7
17	35	Eleven	The Kraken rum Global	0.6		0.6	1
18	12	FCB	Safelite US	0.5		0.5	1
19	22	72andSunny	Indeed.com US	0.5		0.5	1
20	61	VCCP	Bed, Bath & Beyond US	0.5		0.5	1

2021 Jan	59.1	40
2019 Jan	60.4	49
YoY Comparison:	-2.3%	-18.4%

