



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Mar 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	VMLY&R	Molson Coors US, Elianco Animal Health Global Digital, City of Hope US Digital	32.3	LG TVs Global	27.8	10	
2	2	Code and Theory	Con Edison US, Washington Football Team US	24.7		24.7	15	
3	10	Ogilvy	Enterprise Holdings Global, Absolut Global, Olmeca, Avion tequilas US, EJ Gallo US	15.6		15.6	6	
4	3	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
5	11	Wieden & Kennedy	Kratt Mayo US, Impossible Meat US, Visa US, gopuff US, Helsana US, Evian Global	8.9		8.9	6	
6	6	Grey Group	MassMutual US, Magellan Health US	7.4		7.4	3	
7	13	Havas Worldwide	Peak6/Apex Clearing US Project, Houseparty US, KEURIG DR PEPPER US	6.7		6.7	20	
8	4	MullenLowe Group	American Woodmark Corporation US, Orgain US Project	5.9		5.9	4	
9	5	Mother	Shipt US, Cadillac Global Brand Design Project	4.4		4.4	4	
10	7	Duncan Channon	Calif Dept Health vaccination US brnd cmms	4.0		4.0	1	
11	8	M Booth	Bed Bath & Beyond US	4.0		4.0	1	
12	9	WPP	Victoria's Secret Global	4.0		4.0	1	
13	14	Publicis	Infiniti Global, Barilla Global	4.0		4.0	2	
14	12	FCB	Safelite US	3.5		3.5	3	
15	-	The & Partnership	LG TVs Global	3.2		3.2	1	
16	15	Arc worldwide	Unilever brands US shopper	3.0		3.0	1	
17	23	Dentsu	Food Client	2.8		2.8	2	
18	20	Erich & Kallman	Foster Farms US, Great Wolf Lodge US	2.5		2.5	2	
19	16	TBWA	Air France Global	2.4		2.4	1	
20	17	Mono	Skyv vodka Global	2.3		2.3	2	
						2021 (Jan-Mar)	156.6	103
						2020 (Jan-Mar)	139.3	101
						YoY Comparison:	12.4%	2.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Mar 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	3	Zenith	Inspire Brands US, TD Bank US	26.2	American Cancer Society US	25.2	4
2	5	Horizon Media	Pandora US, Leaf Home Solutions US , Fisher Investments US , UHG Brands US	22.6		22.6	21
3	2	Digitas	Inspire Brands US	22.1		22.1	2
4	1	OMD	The Home Depot US, Dr Scholl's US	19.5		19.5	2
5	-	Spark Foundry	Inspire Brands US , Humana US	17.8	Great Wolf Lodge US	15.8	4
6	4	Wavemaker	Coinbase US, Bumble Global, US Department of Health and Human Services US	13.3	Air France Global	12.1	5
7	15	Mediahub	Terminix US , Tally US	7.0		7.0	3
8	-	Assembly	Con Edison US	5.0		5.0	1
9	10	Resolution	Adaptive Biotechnologies - T-Detect US	3.8		3.8	6
10	-	Starcom	Raytheon US, Palo Alto Network US, Adaptive BioTech T-Detect US	3.0		3.0	2
11	6	MediaCom	Impossible Foods US	2.6		2.6	1
12	7	Hearts & Science	Pharma Client	2.3		2.3	1
13	8	Epsilon	AB InBev brands	2.0		2.0	1
14	9	VaynerMedia	American Eagle US	1.5		1.5	2
15	-	Empower	American Standard US	1.5		1.5	1
16	11	Aura by Omnicom	Air France Global	1.2		1.2	1
17	12	Mother	Califia Farms US	1.0		1.0	1
18	13	Tombras	American Cancer Society US	1.0		1.0	1
19	-	iProspect	LinkedIn Global digital	1.0		1.0	1
20	-	United-X	California Milk Processors US	1.0		1.0	1

2021 (Jan-Mar)	128.5	70
2020 (Jan-Mar)	24.0	28
YoY Comparison:	435.3%	150.0%

2021 Creative & Media (Jan-Mar)	285.0	173
2020 Creative & Media (Jan-Mar)	163.3	129
YoY Comparison:	74.6%	34.1%

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.