



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / May 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, Singapore Police Force Singapore, France Invest France | 82.2 | Instagram Global | 78.2 | 294 | |
| 2 | 2 | Havas Worldwide | Liberty Speciality Market Uk Project, Kammer Der Steuerberater Austria Project | 68.2 | | 68.2 | 224 | |
| 3 | 3 | VMLY&R | Pizza Hut Australia, Colgate Singapore Project, Top Solvent Thailand | 56.3 | Furphy Australia | 46.2 | 130 | |
| 4 | 6 | Code and Theory | Lubriderm US, Johnson's Baby US, Con Edison US | 45.1 | | 45.1 | 23 | |
| 5 | 4 | Leo Burnett | Infiniti Japan Project, Jidu Auto China Project, Infiniti China Project | 44.2 | US Cellular US | 42.3 | 99 | |
| 6 | 5 | BBDO | Home Depot US, Audi Singapore, Lead Construction Korea Project | 45.3 | Asda UK | 39.3 | 65 | |
| 7 | 25 | TBWA | Philips Global, Air France Global, Le Chocolat des Francais France | 45.5 | SNCF France | 36.1 | 6 | |
| 8 | 8 | Wunderman Thompson | Lorina France, Dell (Production) India, Innoviti Payment Solutions India | 33.9 | | 32.0 | 127 | |
| 9 | 7 | Grey Group | MassMutual US, Board of Education Denmark Project, E Learning China | 26.6 | M&S Food UK | 26.1 | 81 | |
| 10 | 47 | Huge | Sub-Zero US, TQ Tezos US | 25.6 | | 25.6 | 16 | |
| 11 | 17 | DDB | Peloton Global Project, JetBlue US, Slack US Project | 41.7 | Johnson's Baby US | 23.8 | 80 | |
| 12 | 9 | Doner | Johnson's Baby US, Travelocity US | 22.0 | | 22.0 | 2 | |
| 13 | 10 | Accenture Interactive | Jaguar Land Rover Global | 20.0 | | 20.0 | 1 | |
| 14 | 11 | Publicis | Barilla Global, Asiamiles Hong Kong Project, Kalpataru Builders India | 22.3 | Ricola Europe | 18.8 | 48 | |
| 15 | 14 | Dentsu | VW, Audi SUVs China, Heinz Baked Beans UK, Geely China Project | 23.9 | United Airlines Global | 15.7 | 54 | |
| 16 | 12 | McCann WorldGroup | Plan International Global, SGM China, FARFETCH China Project | 14.4 | | 14.4 | 44 | |
| 17 | 13 | Wieden & Kennedy | Kraft Mayo US, Impossible Meat US, Evian Global | 12.5 | | 12.5 | 6 | |
| 18 | 16 | FCB | Groupon Global, Genting Skyworlds Theme Park Malaysia, The Body Shop Brazil | 9.7 | | 9.5 | 17 | |
| 19 | 15 | Muh-Tay-Sik Hof-Fer | Bed Bath & Beyond US | 10.0 | | 10.0 | 1 | |
| 20 | 19 | ThinkerBell | REA Australia Project, Australia Ballet Australia Project | 9.0 | | 9.0 | 19 | |
| | | | | | | 2021 (Jan-May): | 785.4 | 1,910 |
| | | | | | | 2020 (Jan-May): | 552.6 | 1,275 |
| | | | | | | YoY Comparison: | 42.1% | 49.8% |



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / May 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 | Publicis Media | Stellantis Global, American Family US, Lindt & Spruengli Europe | 129.0 | | 129.0 | 4 | |
| 2 | 3 | Wavemaker | L'Oréal India, Office Depot US, JD.com(Planning) China | 70.1 | South Australia Tourism Australia | 60.9 | 212 | |
| 3 | 2 | Zenith | TD Bank US, Pet Culture Australia, 3 Bears Ukraine | 64.3 | NatWest Group UK | 54.7 | 47 | |
| 4 | 4 | OMD | Philips Global, Canva Australia, Royal Philips China | 61.6 | Cigna | 50.7 | 92 | |
| 5 | 6 | Havas Media | Visit California Global, UKTV UK, Movistar Proseur Spain | 52.1 | Con Edison US | 41.1 | 93 | |
| 6 | 5 | Horizon Media | Hershey Company US, INSP TV US, Veer Gear US | 37.1 | | 37.1 | 24 | |
| 7 | 7 | PHD | Servicenow APAC, Paragon Tech Malaysia, Lead School India | 38.3 | Humana US | 30.8 | 86 | |
| 8 | 11 | Initiative | Cigna Global, National Lottery Belgium, INVENTOR S.A Greece | 29.5 | Spin Master US | 23.9 | 74 | |
| 9 | 8 | Spark Foundry | Inspire Brands US, Humana US, Toyota Australia, Brown Forman SEA | 23.2 | Great Wolf Lodge US | 20.5 | 18 | |
| 10 | 9 | Digitas | Inspire Brands US | 22.5 | Hewlett Packard Enterprise US Digital | 20.0 | 6 | |
| 11 | 10 | Mediahub | Pinterest US, UK, Hallmark Channel US, Tally US, Slack Global, New | 14.8 | INSP TV US | 14.3 | 6 | |
| 12 | 12 | MediaCom | Arcade & Bingo Netherlands, VGZ Netherlands, Ozone India | 16.0 | Nikon Europe | 10.8 | 70 | |
| 13 | 13 | GroupM | Henkel Germany | 8.0 | | 8.0 | 1 | |
| 14 | 14 | Assembly | Con Edison US | 5.0 | | 5.0 | 1 | |
| 15 | 15 | Aura by Omnicom | Air France Global | 4.0 | | 4.0 | 1 | |
| 16 | 16 | Resolution | Raytheon US, Palo Alto Network US, Adaptive BioTech T-Detect US | 3.8 | | 3.8 | 6 | |
| 17 | 45 | Starcom | FreshtoHome India, TD Bank Canada, WHOO Taiwan, Bahlsen | 12.2 | CDO Philippines | 3.3 | 17 | |
| 18 | 17 | Universal McCann | Enterprise Alamo National rental Global, Accor Hotels US, Behr Paints | 17.1 | Pernod Ricard Italy | 2.9 | 22 | |
| 19 | 21 | dentsu X | Madison Reed US, Japan Tobacco International Indonesia, wanglaoji | 3.5 | | 2.7 | 39 | |
| 20 | 19 | Mediasmith | PetSmart US | 2.5 | | 2.5 | 1 | |
| | | | | | | 2021 (Jan-May): | 516.9 | 1,031 |
| | | | | | | 2020 (Jan-May): | 331.2 | 788 |
| | | | | | | YoY Comparison: | 56.1% | 30.8% |
| | | | | | | 2021 Creative & Media (Jan-May): | 1,302.3 | 2,941 |
| | | | | | | 2020 Creative & Media (Jan-May): | 883.8 | 2,063 |
| | | | | | | YoY Comparison: | 47.4% | 42.6% |

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.