



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	3	Code and Theory	Lubriderm US, Johnson's Baby US, Con Edison US, Washington Football Team US	36.5		36.5	23	
2	1	VMLY&R	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	34.8	LG TVs Global	30.3	15	
3	2	BBDO	Home Depot US	30.0		28.0	1	
4	30	Huge	Sub-Zero US, TQ Tezos US, MongoDB US Project, NHL US Project	23.5		23.5	12	
5	4	Doner	Johnson's Baby US, Travelocity US	22.0		22.0	2	
6	5	Ogilvy	World of Hyatt Global, Enterprise Holdings Global, Absolut Global	18.6	Instagram Global	14.6	7	
7	6	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
8	7	Wieden & Kennedy	Kraft Mayo US, Impossible Meat US, Visa US, gopuff US, Helsana US, Evian Global	8.9		8.9	6	
9	8	Mojo Supermarket	Match US, Truth Initiative US	8.0		8.0	2	
10	9	Grey Group	Humbi US Project, Intermex Inc US Project, MassMutual US, Magellan Health US	7.6		7.6	6	
11	13	TBWA	Philips Global, Air France Global, Discover US, Behr Paints US	8.3	Groupon Global	7.3	4	
12	10	Havas Worldwide	COX COMMUNICATIONS US, Peak6/Apex Clearing US Project, Houseparty US	7.0		7.0	21	
13	11	BBH	Barbie US	10.0		7.0	1	
14	12	Anomaly	Denny's US, Fetch Rewards US	7.0		7.0	2	
15	14	Accenture Interactive	Jaguar Land Rover Global	6.0		6.0	1	
16	15	Martin Agency	Axe Global, Coinbase US	6.0		6.0	2	
17	-	FIG	Major League Baseball US, Seatgeek US	6.0		6.0	2	
18	-	StrawberryFrog	Prudential Financial US	5.5		5.5	1	
19	17	Mother	Snipr US, Cadillac Global Brand Design Project, Instagram US Project	4.9		4.9	6	
20	16	FCB	Safelite US, Groupon Global	4.5		4.5	4	
						2021 (Jan-May)	328.8	210
						2020 (Jan-May)	195.9	150
						YoY Comparison:	67.8%	40.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	65.0		65.0	2
2	2	Horizon Media	Hershey Company US, INSP TV US, Veer Gear US	37.1		37.1	24
3	3	Zenith	Inspire Brands US, TD Bank US	26.2	American Cancer Society US	25.2	4
4	4	OMD	Philips Global, Schwan's US, The Home Depot US, Dr Scholl's US	25.0	Cigna	20.5	4
5	5	Digitas	Inspire Brands US	22.1	Hewlett Packard Enterprise US Digital	19.6	2
6	7	Wavemaker	Office Depot US, US Navy US, Coinbase US, Bumble Global	19.5	Air France Global	18.3	7
7	6	Spark Foundry	Inspire Brands US , Humana US	17.8	Great Wolf Lodge US	15.8	4
8	8	Mediahub	Pinterest US, UK, Hallmark Channel US, Terminix US , Tally US	10.5	INSP TV US	10.3	5
9	10	Havas Media	Visit California Global, UC San Diego US, Dr Pepper, Laboratoires Filorga Global	13.7		5.6	8
10	9	Assembly	Con Edison US	5.0		5.0	1
11	11	Resolution	Adaptive Biotechnologies - T-Detect US	3.8		3.8	6
12	30	Initiative	Cigna Global	5.3		2.8	2
13	12	MediaCom	Impossible Foods US	2.6		2.6	1
14	13	Mediasmith	PetSmart US	2.5		2.5	1
15	14	Hearts & Science	Pharma Client	2.3		2.3	1
16	15	Epsilon	AB InBev brands	2.0		2.0	1
17	16	VaynerMedia	American Eagle US	1.5		1.5	2
18	19	Tombras	Edible US, American Cancer Society US	1.5		1.5	2
19	17	Aura by Omnicom	Air France Global	1.2		1.2	1
20	18	Mother	Califia Farms US	1.0		1.0	1

2021 (Jan-May)	216.1	99
2020 (Jan-May)	75.9	48
YoY Comparison:	184.9%	106.3%

2021 Creative & Media (Jan-May)	544.9	309
2020 Creative & Media (Jan-May)	271.8	198
YoY Comparison:	100.5%	56.1%

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.