



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	4	Havas Worldwide	Wells Fargo US Project, Toolstation UK, John West UK	92.8	Peugeot Global	74.8	188	
2	2	Isobar	China Resources Project, iQiyi China Project, KFC China Project	68.0		67.6	256	
3	3	Ogilvy	SK Magic Malaysia, Shanghai Rongtai China Project, Ti Cycles India	69.0	American Express US	66.7	321	
4	1	VMLY&R	ESHR Thailand Project, Asia Pulp & Paper-Paseo Indonesia Project, Krakakoa Indonesia Project	70.0	Bumble Bee US	66.6	135	
5	6	Wunderman Thompson	Ingka Centres Global, MengNiu China, ALDI China Project	63.5	Samsung UK CRM	62.0	224	
6	5	Droga5	Lululemon Global, Kerrygold Gbl ex US, Petco US	63.9	Oscar Mayer, Kraft Mac & Cheese US	61.4	8	
7	8	Grey Group	GSK (Emergen-C, Nexium, Preperation-H, Robitussin) US, Red Rooster Australia digital	58.3	AARP US	45.4	236	
8	7	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
9	9	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
10	10	R/GA	McDonalds US Project, Intuit US Project, Spotify US Project, Beam Suntory US	35.6		35.6	24	
11	11	Publicis	Buick China project, CITIC China Project, Diageo-Morton Cadet China project	40.1	Aflac US	34.8	141	
12	19	Dentsu	House Foods Taiwan Project, LG China Project, Bagel Bites US Project	31.0	Kmart Australia	29.7	195	
13	17	FCB	BMW North America US, OnePlus UK, Hudson's Bay Canada	29.4	AG&P India	29.1	32	
14	-	Johannes Leonardo	Oscar Mayer, Kraft Mac & Cheese US, Vizzy Hard Seltzer	26.0		26.0	7	
15	12	Sapient	Mercedes-Benz China Project	25.9		25.8	34	
16	13	BBDO	Google Australia, iNova Pharmaceuticals Australia, AARP US, Brookvale Union Australia	35.2	Smart Europe	23.9	114	
17	14	72andSunny	Google Australia, Spotify Global, Freedom Foods Australia, Adobe Global, Sendle Australia	28.5	Trojan condoms N America	22.5	14	
18	16	MullenLowe Group	Two Lane US, Sientra US, High West Whiskey US, Agua Pura Zaiva Colombia	26.7	US Cellular US	21.8	86	
19	15	Saatchi & Saatchi	Peugeot Motorcycles Europe, New World Hong Kong Project, Amway (TCM) China Project	23.5	Yayoi Thailand	21.8	52	
20	18	McCann WorldGroup	Café de Colombia, Centrum Brazil, Beats China Project, Rinrei Japan Project	22.9	LinkedIn Australia	19.2	109	
						2020(Jan-Oct):	1,178.3	3,231
						2019(Jan-Oct):	1,345.8	2,920
						YoY Comparison:	-12.4%	10.7%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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	2	MediaCom	WBA Global, Bayer Women's Healthcare Video US, Pandora Germany	119.2	DS Auto China	110.1	292	
2	4	Mindshare	Oppo (Planning) China, L'Oreal Taiwan, China Sports Lottery China Project	90.5	Nestlé China	71.3	145	
3	5	Wavemaker	Pernod Ricard US, ZYBang China, Recordati EMEA	80.9	Westpac Australia	68.2	199	
4	1	OMD	Georgia-Pacific consumer US, Molson Coors EMEA, Clas Ohlson Sweden	98.7	McDonald's China Buying	65.9	267	
5	3	Starcom	E.on Energy Europe, McDonald's Taiwan, Tencent Chin, Goody Middle East	75.1	LinkedIn Germany	64.2	84	
6	6	PHD	SVW China, Clas Ohlson Finland, Liberi dalla Meningite Italy	81.2	Lindt France	59.8	182	
7	7	Zenith	Reckitt Benckiser US, TikTok Global, GAC FCA China, Hong Kong Disneyland APAC	58.3	Georgia-Pacific consumer US	44.7	86	
8	8	Initiative	Hagebau Germany, Degroof Petercam Belgium, Meesho Inida	36.4	Giovanni Rana Germany	32.6	92	
9	9	Horizon Media	Orkin pest control US, Jenny Craig US, RMHDA US, Mayo Clinic SEM US	38.4	WW US	31.1	23	
10	16	MediaHub	TracFone US, NBA US, Avrio Healthcare US	26.0		26.0	15	
11	10	Carat	McDonald's China Buying, Pandora China, Giovanni Rana Germany	54.8	JDE Peet's UK	26.0	182	
12	12	Havas Media	JDE Peet's(Jacobs, Kenco, Tassimo and Douwe Egberts brands) UK, Body Shop Australia	52.5	TracFone US	25.0	93	
13	11	Vizeum	Spinmaster France, Swedish Match EMEA, British Columbia Gvt Canada	29.2	Lazada SE Asia	23.1	57	
14	15	dentsu X	Nestlé China, ByteDance China, Kuayue Express China	28.2	Axis Mutual Funds India	19.8	199	
15	13	Digitas	Whirlpool US, Big Ticket Middle East, McDonalds Middle East, Nivea Middle East	19.1		19.1	17	
16	14	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5	
17	18	Universal McCann	Energizer Global, Emirates Airlines Global, Sichuan Teway Food China, TotoLe China, Gotion High Tech China	23.4	Intersnack Romania	10.7	35	
18	19	Blue 449	FDJ France, Lindt France	10.1		10.1	2	
19	17	WPP	Unilever China	10.0		10.0	1	
20	22	Spark Foundry	Westpac Australia, Vanguard US, CSL Plasma US	27.7	NBA US	8.1	31	
						2020(Jan-Oct):	788.5	2,122
						2019(Jan-Oct):	821.4	2,238
						YoY Comparison:	-4.0%	-5.2%
						2020 Creative & Media (Jan-Oct):	1,966.8	5,353
						2019 Creative & Media (Jan-Oct):	2,167.2	5,158
						YoY Comparison:	-9.2%	3.8%

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.