



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	1	Droga5	Lululemon Global, Petco US, Hershey US, Allstate US, Maserati Global	61.3	Oscar Mayer, Kraft Mac & Cheese US	58.8	7	
2	2	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
3	3	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
4	4	VMLY&R	Zespri Global, Intel Global, BASF Agricultural US, The Lee Brand Global, YMCA of the USA Digital	31.1	Bumble Bee US	30.7	5	
5	5	R/GA	McDonalds US Project, Intuit US Project, Spotify US Project, VinGroup / VinFast US Project, Beam Suntory US Project	30.1		30.1	21	
6	7	Grey Group	GSK (Emergen-C, Nexium, Preperation-H, Robitussin) US, NBA US Project, Haagen Dazs US Project, Becton Dickinson US	40.3		27.8	29	
7	38	Johannes Leonardo	Oscar Mayer, Kraft Mac & Cheese US, Vizzy Hard Seltzer US	26.0		26.0	7	
8	6	Wunderman Thompson	Ingka Centres Global, Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	25.7		25.7	18	
9	8	Havas Worldwide	Wells Fargo US Project, 3M US, Broadstone Technologies US	28.0	Peugeot Global	21.5	34	
10	20	FCB	BMW North America, Pharming US, Sierra Oncology US, Ameriprise Financial US, ReAlta Life Sciences US Project	16.7		16.7	9	
11	-	WorkInProgress	Domino's US	15.0		15.0	1	
12	9	Isobar	Intel Corporation US Project, The Fresh Market US Project, Wilbert Funeral Services US Project	14.1		14.1	39	
13	10	MullenLowe Group	Two Lane US, Sientra US, High West Whiskey, Unshackled Wine Company & Prisoner Wine Company	17.6	US Cellular US	13.2	24	
14	11	Gut	Popeyes US, Headspace US	12.8		12.8	2	
15	12	BBDO	AARP US	12.5		12.5	1	
16	13	Anomaly	Coca-Cola US	26.8	Petco US	11.4	5	
17	45	Mother	Dave & Busters US, Noom US, Califia Farms US	10.8		10.8	11	
18	14	Empower	GoDaddy US, Conn's Home Plus US, American Standard US	10.5		10.5	5	
19	15	72andSunny	Spotify Global, Adobe Global, Pabst Brewing US, Pinterest US, Tuft & Needle US Project	16.5	Trojan condoms N America	10.5	6	
20	16=	Vaynermedia	Hard Rock Hotel & Casino US, TikTok US social, O-I Glass US	9.0		9.0	3	
						2020(Jan-Oct)	422.8	433
						2019(Jan-Oct)	453.9	383
						YoY Comparison:	-6.8%	13.1%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	1	Starcom	Tailored Brands USA, Canada, Sandals Resorts US, Entertainment Studios US	46.2	Duracell Global	46.2	6
2	6	MediaCom	WBA Global, Bayer Women's Healthcare US, Uber Global, Circle K US, Framebridge US	37.1		37.1	10
3	2	Horizon Media	Jenny Craig US, RMHDA US, Mayo Clinic SEM US	38.4	WW US	31.1	23
4	3	Vizeum	Mccormick US, Kroger US	23.9		23.9	2
5	12	MediaHub	TracFone US, NBA US, Avrio Healthcare US, Esperion Pharma US, Dietz & Watson US	21.5		21.5	8
6	4	Initiative	Salesforce Global, Gilead US, Groupon US Project, El Pollo Loco US, Citrix Global	20.6		20.6	5
7	5	Wavemaker	Permod Ricard US, Perfetti Van Melle US, Bungie Global, Ecolab US, Novo Nordisk US	20.2	Air France US	19.1	7
8	7	Digitas	Whirlpool US, Sun Basket US Project, Sephora NA, Edgewell Personal Care, Feminine Care US	16.1		16.1	4
9	10	Zenith	CDC US, ByteDance US, Business Insider US, Reckitt Benckiser US	15.7		13.7	6
10	8=	PHD	Casper US, Lindt US	15.7	TikTok Global	13.2	7
11	8=	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5
12	11	Mindshare	Neurocrine US, Dollar Shave Club US, Zespri kiwi fruit Global	10.8	Pandora	7.8	9
13	14	OMD	Georgia-Pacific consumer US, Noom US, Canva US, The Clorox Company, SodaStream US	25.0	CBS US	6.2	8
14	13	Essence	One Medical US Project, The North Face US, Airbnb Global	4.3		4.3	3
15	15	Connelly Partners	Liberty Bank US	4.0		4.0	1
16	-	Dentsu Red Star	Heineken brands Global ex Fr	3.0		3.0	1
17	17	Tombras	Re/Max US	1.9		1.9	1
18	18	Dentsu Aegis Network	Kroger US, Generali Global	1.8		1.8	2
19	19	dentsu X	Dashlane US	1.5		1.5	1
20	-	Canvas Worldwide	Lagunitas US	1.0		1.0	1

2020(Jan-Oct)	293.9	143
2019(Jan-Oct)	325.6	162
YoY Comparison:	-9.7%	-11.7%

2020 Creative & Media (Jan-Oct)	716.8	576
2019 Creative & Media (Jan-Oct)	779.5	545
YoY Comparison:	-8.0%	5.7%

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.