



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jan 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	-	GSD&M	Capital One US	50.0		50.0	1
2	6	Leo Burnett	Bank of America US	25.0		25.0	1
3	-	McGarryBowen	Asahi Super Dry Global	11.4		11.4	2
4=	-	Wunderman Thompson	Johns Hopkins Health System Corp US Project, Boehringer-Ingelheim Animal Health US Project	10.0		10.0	8
4=	15	Droga5	Hershey US	10.0		10.0	1
6	-	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1
7	-	Joan Creative	Virgin Hotels US	6.5		6.5	1
8	18	Publicis	Nature Made vitamins US	3.2		3.2	1
9	-	72andSunny	Pabst Brewing US, Pinterest US, Tuft & Needle US Project	3.0		3.0	3
10=	9	TBWA	Bubly US	2.0		2.0	1
10=	11	Johannes Leonardo	Vizzy Hard Seltzer US	2.0		2.0	1
10=	84	Laundry Service	Orbitz US	2.0		2.0	1
10=	-	Translation	New York Knicks US	2.0		2.0	1
14=	148	Saatchi & Saatchi	BMW Health Initiative Global	1.6		1.6	1
14=	-	Fred & Farid	Longchamp Global	1.6		1.6	1
16=	42	FCB	Ameriprise Financial US	1.0		1.0	1
16=	55	Terri & Sandy	Culturelle probiotics US	1.0		1.0	1
16=	88	Team One	Ste. Michelle Wine Estates US, Make-A-Wish US brand	1.0		1.0	2
16=	-	Partners & Napier	Smashburger US	1.0		1.0	1
16=	-	Vaynermedia	Hard Rock Hotel & Casino US	1.0		1.0	1

2020(Jan)	150.9	46
2019(Jan)	10.9	38
YoY Comparison:	1284.6%	21.1%

