



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	-	VMLY&R	Intel Global, Amorepacific China Project, Mars China Project	53.1	McDonalds Australia (digital)	50.1	25	
2	1	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
3	2	Leo Burnett	Bank of America US, Vision Express UK, GlaxoSmithKline Japan Project	32.8		32.8	39	
4	28	Grey Group	Discover US, Walgreens Boots Alliance US, Lindt & Sprüngli US	28.4	Marks & Spencer fashion UK	28.4	19	
5	4	Ogilvy	Instagram Japan, Nike Korea, NCS Pte. Ltd. Singapore Project	21.8		21.8	76	
6	18=	MullenLowe Group	Axe US, Corona US, Corona Seltzer US	18.1	Corona Seltzer US	18.1	19	
7	3	Wunderman Thompson	Johnson & Johnson China, Unilever China project, Aqilliz Singapore project	17.2	Hershey India	16.7	51	
8	17	Havas Worldwide	Yili Group China, Republic Technologies US, Westhaven Solar US	15.1	Westhaven Solar US	13.1	36	
9	-	Gut	Popeyes US, Nestlé (Alpino, Baton, Garoto, Nestlé y Talento) Brazil	13.0		13.0	2	
10	5	McGarryBowen	Asahi Super Dry Global, Hershey US	13.5	Branston, Mizkan UK	12.4	3	
11	14	BBD0	Tourism Tasmania Digital Australia, Happy Bath Korea, Boehringer Ingelheim (Pets) Brazil	12.3	Pag-IBIG Fund Philippines	12.0	30	
12	6	Droga5	Hershey US	10.0		10.0	1	
13	7	Publicis	Nature Made vitamins US, Huawei - Digital China Project, Samsung eCommerce SEA	10.5	Plenty UK	10.0	32	
14	-	Isobar	TCL Electronics Global digital	8.2		8.2	3	
15=	8=	Saatchi & Saatchi	HKIA Hong Kong Project, Melco Hong Kong Project, Chengdu ICC China Project	8.0		8.0	14	
15=	8=	Fred & Farid	Longchamp Global	8.0		8.0	1	
15=	8=	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1	
18	11	Joan Creative	Virgin Hotels US	6.5		6.5	1	
19=	-	Eleven	Cisco Systems US, Samsung Social US	6.0		6.0	2	
19=	12=	Jung von Matt	Haribo Germany + Switzerland	5.0		5.0	1	
						2020(Jan-Feb):	302.6	523
						2019(Jan-Feb):	255.1	545
						YoY Comparison:	18.6%	-4.0%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	MediaCom	Audi China Digital, Shanghai Volkswagen and Skoda China, P4 Play Poland	39.1	Allianz France	38.9	57	
2	5	PHD	Diageo Global, Lindt US, Royal Enfield motorcycles Global	31.6	AmorePacific China	30.9	38	
3	4	Mindshare	PepsiCo China, BBVA Spain, LATAM, Turkey, US Digital, Homeaway Italy	24.7	Mondelez Australia	23.2	44	
4	-	Zenith	Shanghai General Motors China, Vitalon Taiwan	17.8	Reckitt Benckiser South Africa	16.9	3	
5	7	Wavemaker	Daimler China, Mondelez Australia, Pernod-Ricard travel retail Global	17.3	Vikram Solar India AOR	16.6	3	
6	2	Starcom	Skyworth China (Digital media), Bio-essence Taiwan	14.5	Dickies Global	14.4	11	
7	-	OMD	Daimler China, SumUp France, Home Credit Bank Russia	24.9	Ancestry Australia	8.9	57	
8	3	Universal McCann	Emirates Airlines Global, Nike Korea, Safi Malaysia	8.7	Johnson & Johnson Aus & NZ	5.4	6	
9	-	GIC	Audi China Digital	5.0		5.0	1	
10	10	Havas Media	ACC Cement India, Nextlot Peru, Oppo Italy	10.9	Emirates Airlines Global	3.0	28	
11=	-	Accenture Interactive	BBVA Global Digital	2.5		2.5	1	
11=	-	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1	
13	21	MediaHub	La Quinta Hotels US, Lockheed Martin Global, Patron US	2.3		2.3	3	
14	6	Horizon Media	Regeneron US, Diamond Producers Association US, Sally Beauty US	6.0	Lindt US	2.2	3	
15	28	Tombras	Re/Max US	1.9		1.9	1	
16	18=	Initiative	Pernod Ricard Australia, Aussie Home Loans Australia, Mistine Thailand	3.3	Intersnack Europe	1.8	14	
17	11=	Spark Foundry	Ancestry Australia	1.7		1.7	5	
18	9	Ikon	Myer Australia	1.5	Aussie Home Loans Australia	1.1	1	
19	11=	Mediaplus	De'Longhi UK	1.0		1.0	1	
20	67	Pilot Media	Miele Germany	0.6		0.6	1	
						2020(Jan-Feb):	137.1	294
						2019(Jan-Feb):	151.8	395
						YoY Comparison:	-9.7%	-25.6%

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.