



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Mar 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 | GSD&M | Capital One US | 50.0 | Popeyes US | 37.5 | 1 |
| 2 | 3= | Leo Burnett | Bank of America US, US Cellular US | 29.4 | | 29.4 | 2 |
| 3 | 2 | Grey Group | Discover US | 26.5 | | 26.5 | 1 |
| 4 | 3= | VMLY&R | Intel Global, BASF Agricultural US | 26.0 | | 26.0 | 2 |
| 5 | 8= | Wunderman Thompson | Horlicks/Viva US, Johns Hopkins Health System Care US Project | 13.7 | | 13.7 | 15 |
| 6 | 6 | Gut | Popeyes US | 12.5 | | 12.5 | 1 |
| 7 | 7 | McGarryBowen | Asahi Super Dry Global, Manhattan Mini Storage US | 11.9 | | 11.9 | 3 |
| 8 | 8= | Droga5 | Hershey US | 10.0 | | 10.0 | 1 |
| 9 | 5 | MullenLowe Group | Axe US, Corona US, Corona Seltzer US | 13.0 | US Cellular US | 8.6 | 9 |
| 10 | 10 | Wieden & Kennedy | Heinz Ketchup US | 8.0 | | 8.0 | 1 |
| 11 | 11 | Joan Creative | Virgin Hotels US | 6.5 | | 6.5 | 1 |
| 12 | 12 | Eleven | Cisco Systems US | 6.0 | | 6.0 | 2 |
| 13 | 21 | Havas Worldwide | Pillsbury US Digital & Social, Funfetti US Digital & Social | 7.0 | | 5.0 | 9 |
| 14 | - | Cummins & Partners | Jeep/Fiat US Project, Alfa Romeo US, Hesta US | 3.9 | | 3.9 | 6 |
| 15 | 13 | Publicis | Nature Made vitamins US | 3.2 | | 3.2 | 1 |
| 16 | 14= | 72andSunny | Pabst Brewing US, Pinterest US, Turt & Needle US Project, Pabst Blue Ribbon US | 8.0 | Axe US | 3.0 | 4 |
| 17 | 14= | AMP Agency | Zillow US Digital | 3.0 | | 3.0 | 1 |
| 18= | 16= | TBWA | Bubly US | 2.0 | | 2.0 | 1 |
| 18= | 16= | Johannes Leonardo | Vizzy Hard Seltzer US | 2.0 | | 2.0 | 1 |
| 18= | 16= | Laundry Service | Orbitz US | 2.0 | | 2.0 | 1 |

| | | |
|-----------------|-------|--------|
| 2020(Jan-Mar) | 139.3 | 101 |
| 2019(Jan-Mar) | 88.4 | 117 |
| YoY Comparison: | 57.6% | -13.7% |



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Mar 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 | PHD | Casper US, Lindt US | 13.8 | | 13.8 | 5 |
| 2 | 2 | MediaCom | Hasbro Global | 7.8 | | 7.8 | 1 |
| 3 | 3 | Starcom | Jos A Bank N America | 7.5 | Dickies Global | 7.5 | 1 |
| 4 | - | Vizeum | Mccormick US | 6.4 | | 6.4 | 1 |
| 5 | 4= | MediaHub | La Quinta Hotels US, Patron US, Lockheed Martin Global | 2.3 | | 2.3 | 3 |
| 6 | 6 | Horizon Media | Regeneron US, Diamond Producers Association US, Sally Beauty US | 6.0 | Lindt US | 2.2 | 3 |
| 7 | 7 | Tombras | Re/Max US | 1.9 | | 1.9 | 1 |
| 8 | 8 | dentsu X | Dashlane US | 1.5 | | 1.5 | 1 |
| 9 | 13 | Initiative | Groupon US Project | 1.3 | | 1.3 | 1 |
| 10 | 9= | Assembly | Pabst US | 0.5 | | 0.5 | 1 |
| 11 | 9= | Accenture Interactive | BBVA Global Digital | 0.5 | | 0.5 | 1 |
| 12 | - | VMLY&R | BASF Agricultural US | 0.5 | | 0.5 | 1 |
| 13 | 12 | Gallegos United | Cacique | 0.3 | | 0.3 | 1 |
| 14 | - | Cogniscent Media | Massachusetts Eye and Ear US | 0.3 | | 0.3 | 1 |
| 15 | - | Ocean Media | | 0.0 | Casper US | -1.5 | 0 |
| 16 | 9= | Mindshare | BBVA Spain, LATAM, Turkey, US Digital | 0.5 | Pandora | -2.5 | 1 |
| 17 | - | Havas Media | | 0.0 | Emirates Airlines Global | -3.0 | 0 |
| 18 | 4= | Universal McCann | Emirates Airlines Global | 3.3 | Lockheed Martin Global | -3.9 | 2 |
| 19 | - | Carat | | 3.0 | Diageo Global | -3.9 | 2 |
| 20 | - | OMD | | 0.0 | Hasbro Global | -7.8 | 0 |

| | | |
|-----------------|--------|--------|
| 2020(Jan-Mar) | 24.0 | 28 |
| 2019(Jan-Mar) | 72.9 | 56 |
| YoY Comparison: | -67.1% | -50.0% |

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.