



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jun 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	VMLY&R	The Lee Brand Global, YMCA of the USA, Clorox China, Mediacorp Singapore Project	64.8	Bumble Bee US	61.4	84	
2	2	Druga5	Allstate US, Maserati Global, Reform Alliance US	53.5		53.5	4	
3	3	Wunderman Thompson	HSBC Global, Samsung Mobile Social US, MengNiu China, Sugarlite APAC, GSK China Project	43.0	Hershey India	42.5	138	
4	5	Ogilvy	Comvita Honey China Project, Pernod Ricard HK Project, Samsung Taiwan Project	39.2		39.2	160	
5	4	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
6	15	Isobar	United Way of Greater Kansas City US, Gota Media AB Sweden Project, Amway Korea Project	36.8		36.8	102	
7	6	Grey Group	Discover US, Walgreens Boots Alliance US, Lindt & Sprüngli US, Ecolab US	32.2	DELL India	31.8	37	
8	7	Deutsch	Petsmart US	24.0		24.0	1	
9	9	Sapient	Mercedes-Benz China Project	18.9		18.8	17	
10	10	MullenLowe Group	Corona US Social Media, Canada Goose US CRM, Simplisafe US, Citi Australia	23.4	US Cellular US	18.7	37	
11	13	Publicis	Pharmavite(Nature Made) US, Pole Star China, Nescafe 1+2 China	20.7	Aflac US	15.4	91	
12	14	McCann WorldGroup	US Bank US, SAS Global, Flipkart India Project, Starbucks Hong Kong Project	18.8	Subway UK & ROI	15.1	76	
13	-	O.P.EN(Omnicom)	Peugeot Global	15.0		15.0	1	
14	12	BBDO	Brookvale Union Australia, Tourism Tasmania Digital Australia, JD.com China, Pepsi China Project	15.8	XL Home Indonesia	14.7	62	
15	8	Havas Worldwide	Huawei Honor China Project, Toolstation UK Project, TCL France Project	32.3	Peugeot Global	14.3	69	
16	11	Gut	Headspace US, Popeyes US, Nestlé Brands Brazil, Bud66 (Anheuser-Busch InBev) Paraguay	14.2		14.2	5	
17	17	Saatchi & Saatchi	Danone China Project , OPPO China Project , Sensodyne Singapore Project	13.7	Yayoi Thailand	13.1	33	
18	18	Dentsu	Total Gas Stations Brazil, SCG Packaging Thailand Project, Land Transport Authority of Singapore Project	13.6	Kmart Australia	12.5	123	
19	16	McGarryBowen	Asahi Super Dry Global, Hershey US	13.5	Branston, Mizkan UK	12.4	3	
20	19	FCB	Mikes Hard Lemonade Global, ReAlta Life Sciences US Project , Go RVing US, SafraPay Brazil	9.6		9.5	15	
						2020(Jan-Jun):	667.6	1,697
						2019(Jan-Jun):	809.9	1,739
						YoY Comparison:	-17.6%	-2.4%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jun 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	Mindshare	WW US, John Deere (B2B) US, Airstar Bank Hong Kong	61.3	Pandora US & Canada	52.2	91
2	2	OMD	Canva US, McDonald's Spain, Air France France	72.2	CBS US	45.5	181
3	3	MediaCom	Duracell Global, P&G Turkey, Cinch UK, Farfetch Global Project, Farfetch UK	50.5	Discovery Bank South Africa	42.8	159
4	4	PHD	Bytedance Singapore, Audemars Piguet Hong Kong, 3HK Hong Kong	50.0	Sainsbury's UK digital	36.6	117
5	6	Wavemaker	Bytedance China, Tencent Holdings China, Bungie Global, L'Oréal Indonesia	38.9	Air France US	34.3	66
6	5	Initiative	Citrix Global, El Pollo Loco US, Dienst Pubiek & Communicate Netherlands	34.1	Intersnack Europe	31.9	59
7	7	Starcom	Deoleo Global, Kraft Heinz eCommerce China, McDonald's China planning, Dyaco Taiwan	21.9	Duracell Global	18.1	25
8	9=	Carat	Pandora US & Canada, Lionsgate UK, Kangshifu Noodles China	38.6	H&M Denmark	17.3	120
9	8	Zenith	The Y Australia, Mobile Premier League India, DBS Bank Taiwan	21.6	Iberdrola Spain	15.5	10
10	-	Horizon Media	CBS US, Sally Beauty Holdings US, Stamps.com US	32.2	WW US	12.4	14
11	-	Dentsu Aegis Network	Kroger US, Generali Global	13.2		12.2	3
12	9=	Digitas	Sephora NA, Edgewell Personal Care, Feminine Care US	10.8		10.8	2
13=	11	WPP	Unilever China	10.0		10.0	1
13=	15	dentsu X	Lark Singapore, ELCA Korea, Taiwan Tobacco & Liquor Corporation Taiwan	16.7	Yara Thailand	10.0	131
15	13	Havas Media	Paradores de Turismo Spain, Ruang Guru Indonesia, Seedworks India	17.5	Remy Cointreau China	8.7	46
16	22	Essence	Airbnb Global, The North Face US, One Medical US Project	8.4		8.4	9
17	14	Vizeum	Mccormick US, Zambon Italy, Spain, Credito Emiliano Italy, Credimarket Spain	9.3	SF Studios Denmark	7.5	30
18	12	Universal McCann	Energizer Global, Emirates Airlines Global, Otsuka Furniture (IDC)	17.7	Ghirardelli US	6.8	20
19=	16	CIG	Audi China Digital	5.0		5.0	1
19=	18=	Spark Foundry	Ancestry Australia, Mondelez eCommerce China	5.2	Network 10 Australia	5.0	8

2020(Jan-Jun):	415.7	1,151
2019(Jan-Jun):	401.2	1,144
YoY Comparison:	3.6%	0.6%

2020 Creative & Media (Jan-Jun):	1,083.3	2,848
2019 Creative & Media (Jan-Jun):	1,211.1	2,883
YoY Comparison:	-10.6%	-1.2%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.