



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / May 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, Colgate-Palmolive India digital, 3M Singapore Project	63.8	Bumble Bee US	60.4	65	
2	2	Droga5	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, Ridgelinez Japan, Brand's Taiwan	40.8	Hershey India	40.3	121	
4	4	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
5	5	Ogilvy	Luzhou Laojiao China Project, Facebook Singapore Project, Pizza Hut Hong Kong	34.7		34.6	141	
6	6	Grey Group	Discover US, Walgreens Boots Alliance US, Lindt & Sprüngli US, The Very Group UK, Place Management NSW Australia	30.3	DELL India	29.9	34	
7	-	Deutsch	Petsmart US	24.0		24.0	1	
8	9	Havas Worldwide	American Eagle US Project, Jbg Smith US Project, Rocket League (Epic Games) US Project	26.3	Westhaven Solar US	23.3	64	
9	7	Sapient	Mercedes-Benz China Project	18.8		18.7	13	
10	8	MullenLowe Group	Corona US Social Media, Canada Goose US CRM, Simplisafe US, Citi Australia	23.4	US Cellular US	18.7	37	
11	10	Gut	Headspace US, Popeyes US, Nestlé Brands Brazil	13.8		13.8	4	
12	11	BBDO	Brookvale Union Australia, Tourism Tasmania Digital Australia, JD.com China, Pepsi China Project	14.7	XL Home Indonesia	13.6	57	
13	15	Publicis	Pharmavite(Nature Made) US, Dior China , Kunlun Insurance China Project , Terrazas China	17.8	Aflac US	13.3	74	
14	13=	McCann WorldGroup	US Bank US, Innocent Bystander Australia , Microsoft Hong Kong Project	16.7	Subway UK & ROI	13.0	61	
15	13=	Isobar	Danone India digital , TCL Electronics Global digital, Xiaomi China Project, GSK China Project	12.5		12.5	23	
16	12	McGarryBowen	Asahi Super Dry Global, Hershey US Danone China Project , OPPO	13.5	Branston, Mizkan UK	12.4	3	
17	16	Saatchi & Saatchi	China Project , Sensodyne Singapore Project	10.1		10.1	25	
18	17	Dentsu	Total Gas Stations Brazil	9.3		9.3	73	
19	18=	FCB	Mikes Hard Lemonade Global, ReAlta Life Sciences US Project , Go RVing US	9.2		9.1	14	
20	18=	Fred & Farid	Longchamp Global	8.0		8.0	1	
						2020(Jan-May):	552.6	1,275
						2019(Jan-May):	752.4	1,409
						YoY Comparison:	-26.6%	-9.5%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / May 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	Rogers Communications Canada , WILDCRAFT INDIA , PTTOR Thailand Project	54.7	Pandora US & Canada	48.1	77	
2	5	OMD	The Clorox Company, McDonald's UK, Diageo South Africa	62.6	McDonald's China planning	47.9	138	
3	2	MediaCom	Duracell Global, P&G Turkey, SIE China	43.4	Discovery Bank South Africa	39.3	105	
4	3	PHD	Sudtirol Italy, Aasaan Job India, Eldorado Russia	41.3	Unilever China	28.6	82	
5	4	Initiative	Salesforce Global , Deliveroo UK , Genuine Parts Company Australia	29.3	Intersnack Europe	27.7	46	
6	8	Wavemaker	Bytedance China , BDO Philippines , Invest in Canada	22.3	Energizer AU/PH/S. Korea/MY	20.2	37	
7	11	Starcom	Deoleo Global, Kraft Heinz eCommerce China, McDonald's China planning	24.9	Duracell Global	17.4	22	
8	7	Zenith	Mobile Premier League India, DBS Bank Taiwan, Vanke Property Hong Kong Project	20.7	Grandvision Spain	16.2	8	
9=	9	Carat	Pandora US & Canada, Lionsgate UK, Kangshifu Noodles China	32.1	Diageo Global	10.8	71	
9=	-	Digitas	Sephora NA, Edgewell Personal Care, Feminine Care US	10.8		10.8	2	
11	10	WPP	Unilever China	10.0		10.0	1	
12	22	Universal McCann	Energizer Global, Emirates Airlines Global, Otsuka Furniture (IDC)	17.7	Orbico Romania	7.6	20	
13	13	Havas Media	Karo Pharma Europe, Open Money UK, Back Market Spain	15.7	Emirates Airlines Global	7.5	40	
14	12	Vizeum	Mccormick US	8.4	SF Studios Denmark	6.6	18	
15	14	dentsu X	Dashlane US, HDFC Ergo General Insurance Singapore Buying, Benetton India Digital	12.7	Yara Thailand	6.0	54	
16	15	CIG	Audi China Digital	5.0		5.0	1	
17	16	Connelly Partners	Liberty Bank US	4.0		4.0	1	
18=	17=	Spark Foundry	Ancestry Australia, Mondelez eCommerce China	2.7	Network 10 Australia	2.5	7	
18=	17=	Accenture Interactive	BBVA Global Digital	2.5		2.5	1	
18=	17=	Omnicom Media Group	Johnson & Johnson Aus & NZ	2.5		2.5	1	
						2020(Jan-May):	331.2	788
						2019(Jan-May):	364.3	977
						YoY Comparison:	-9.1%	-19.3%
						2020 Creative & Media (Jan-May):	883.8	2,063
						2019 Creative & Media (Jan-May):	1,116.7	2,386
						YoY Comparison:	-20.9%	-13.5%

### 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.