



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	Droga5	Hershey US, Allstate US, Maserati Global, Reform Alliance US, CBS All Access US	55.9		55.9	5	
2	3	Deutsch	Lowe's US, Petsmart US, Walmart+ US	39.0		39.0	3	
3	2	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
4	4	Grey Group	Livinguard Global, Discover US, Ecolab US	31.5		31.5	3	
5	5	VMLY&R	Zespri Global, Intel Global, BASF Agricultural US, The Lee Brand Global, YMCA of the USA Digital	31.1	Bumble Bee US	30.7	5	
6	6	Wunderman Thompson	Samsung Mobile Social, Unilever - Horiicks/Viva US, Johns Hopkins Health System Corp US Project	23.7		23.7	17	
7	7	R/GA	Reddit US, Benetton US, VF Corp US, OSOM US	19.5		19.5	13	
8	8	Gut	Popeyes US, Headspace US	12.8		12.8	2	
9	9	MullenLowe Group	Corona US, Axe US, Corona US, Corona Seltzer US, Simplisafe US, Canada Goose US CRM	16.9	US Cellular US	12.5	13	
10	10	Anomaly	Coca-Cola US	26.8		11.8	5	
11	18	Havas Worldwide	Beam Suntory US Project, Diageo US Project, Duck Duck Go US Project	17.5	Peugeot Global	11.0	19	
12	-	Empower	GoDaddy US, Conn's Home Plus US, American Standard US	10.5		10.5	5	
13	11	Doner	Alfa Romeo US, USA Network's "The Biggest Loser" US, Vault Health US	9.0		9.0	8	
14	48	Vaynermedia	Hard Rock Hotel & Casino US, TikTok US social, O-I Glass US	9.0		9.0	3	
15	12	McGarryBowen	Manhattan Mini Storage US	8.5		8.5	3	
16	24	72andSunny	Adobe Global, Pabst Brewing US, Pinterest US, Tuft & Needle US Project	13.0	Trojan condoms N America	7.0	5	
17	17	FCB	Pharming US, Sierra Oncology US, Ameriprise Financial US, ReAlta Life Sciences US Project	6.7		6.7	8	
18	13	Isobar	United Way of Greater Kansas City US	6.6		6.6	10	
19	14	Joan Creative	Virgin Hotels US	6.5		6.5	1	
20	15	McCann WorldGroup	US Bank US, SAS Global	7.4		6.4	2	
						2020(Jan-Aug)	318.0	257
						2019(Jan-Aug)	378.4	304
						YoY Comparison:	-16.0%	-15.5%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	Starcom	Tailored Brands USA, Canada, Sandals Resorts US, Entertainment Studios US	46.2	Duracell Global	46.2	6
2	2	Horizon Media	Jenny Craig US, RMHDA US, Mayo Clinic SEM US	37.1	WW US	29.8	22
3	3	Initiative	Salesforce Global, Gilead US, Groupon US Project, El Pollo Loco US, Citrix Global	20.6		20.6	5
4	8	Digitas	Whirlpool US, Sun Basket US Project, Sephora NA, Edgewell	16.1		16.1	4
5	13	Wavemaker	Bungie Global, Ecolab US, Novo Nordisk US, PICS II US	15.8	Air France US	14.9	5
6	4	PHD	Casper US, Lindt US	15.7	TikTok Global	13.2	7
7	9	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5
8	5	Zenith	Reckitt Benckiser US, TikTok Global, Longchamp USA, Italy, Spain	12.7		12.7	3
9	6	MediaCom	Circle K US, Framebridge US, Hasbro Global, Duracell Global, Headspace US, Farfetch Global Project	12.4		12.4	7
10	7	Dentsu Aegis Network	Kroger US, Generali Global	10.8		10.8	3
11	17	Mindshare	Neurocrine US, Dollar Shave Club US, Zespri kiwi fruit Global	10.8	Pandora	7.8	9
12	14	MediaHub	Esperion Pharma US, Dietz & Watson US	6.8		6.8	5
13	10	Vizeum	Mccormick US	6.4		6.4	1
14	11	Essence	One Medical US Project, The North Face US, Airbnb Global	4.3		4.3	3
15	12	Connelly Partners	Liberty Bank US	4.0		4.0	1
16	15	Tombras	Re/Max US	1.9		1.9	1
17	18	OMD	Canva US, The Clorox Company, SodaStream US, Canva US, Angels Envy US	20.5	CBS US	1.7	6
18	19	dentsu X	Dashlane US	1.5		1.5	1
19	34	Havas Media	Epic Games US, Upjohn US, Helen of Troy US	4.5	Emirates Airlines Global	1.5	4
20	20	Resolution	Masimo US	1.0		1.0	2

2020(Jan-Aug)	222.3	128
2019(Jan-Aug)	203.1	130
YoY Comparison:	9.4%	-1.5%

2020 Creative & Media (Jan-Aug)	540.3	385
2019 Creative & Media (Jan-Aug)	581.6	434
YoY Comparison:	-7.1%	-11.3%

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.