



2020 NEW BUSINESS LEAGUE HOLDING GROUP RANKING

Global / Q2 2020

RANK THIS QUARTER	RANK LAST QUARTER	HOLDING GROUP	ESTIMATED CREATIVE YTD REVENUE (USD \$m)	ESTIMATED MEDIA YTD REVENUE (USD \$m)	ESTIMATED OVERALL YTD REVENUE (USD \$m)	AS % OF 2019 REVENUE	NO. OF WINS
1	1	WPP	177.0	149.9	326.9	1.9%	758
2	3	Omnicom	81.9	86.5	168.4	1.1%	494
3	2	Publicis Groupe	65.4	47.1	112.5	0.9%	303
4	4	Dentsu	62.0	45.9	107.9	1.1%	515
5	8	Interpublic	50.8	41.0	91.8	0.9%	218
6	6	Accenture	55.3	2.5	57.8	2.1%	9
7	5	Havas	14.3	9.1	23.4	1.0%	117
8	7	MDC	5.8	2.3	8.1	0.6%	17
					897	1.3%	2,431

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.