



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	6	Droga5	AirBNB Global, Kimberly Clark (Huggies) Global, Molson Coors US	96.4	Dos Equis US	91.9	15	
2	4	VMLY&R	Walgreens Boots Alliance Global, AstraZeneca North America, AOK-Bundesverband Europ	96.7	Bumble Bee US	88.1	154	
3	1	Havas Worldwide	Banque De France UK Project, Casarte China, Clarivate UK Project	104.5	Peugeot Global	86.5	210	
4	10	R/GA	Uber Social US, Spotify CRM US, Siemens AG US	70.2		70.2	97	
5	2	Isobar	Family Mart China, China Resources Project, iQiyi China Project, KFC China Project	68.5		68.1	257	
6	5	Wunderman Thompson	HSBC Singapore, DTAC Thailand Project, Hi-Q Food Products Thailand	69.2	Samsung UK CRM	67.4	237	
7	11	Publicis	Visa Global Production, Mondelez Europe Production, Nescafe 1+2 China	71.5	Aflac US	66.2	156	
8	3	Ogilvy	Leboo Healthcare Products China Project, Kasikorn Bank PCL Thailand Project, Nestlé-Milo Malaysia	71.5	Kimberly Clark (Huggies) Global	63.2	352	
9	54	Huge	US Cellular US, Spotify US Project, Eargo US Project, Citrix US, UK	51.0		51.0	52	
10	7	Grey Group	Nescafe 1+2 China, Office Depot Mexico, GSK Benlysta US Project	62.2	AARP US	49.3	246	
11	8	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
12	9	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
13	12	Dentsu	Herbalife Nutrition US, FAW Besturn China Project, Wuliangye China Project,	35.6	Kmart Australia	34.1	217	
14	13	FCB	Western Cape Government South Africa, BioXcel Therapeutics US, Heinz Wattie's New Zealand	31.1	Whirlpool India	30.8	39	
15	-	Le Pub (Publicis Group)	Heineken Global	30.0		30.0	1	
16	15	Sapient	Mercedes-Benz China Project	27.1		27.0	36	
17	14	Johannes Leonardo	Oscar Mayer, Kraft Mac & Cheese US, Vizzy Hard Seltzer	26.0		26.0	7	
18	18	MullenLowe Group	Dove UK Project, Whirlpool India, Two Lane US, Sientra US, High West Whiskey US	27.8	US Cellular US	22.6	107	
19	17	72andSunny	Google Australia, Spotify Global, Freedom Foods Australia, Adobe Global, Sendle Australia	28.5	Trojan condoms N America	22.5	14	
20	20	McCann WorldGroup	Converse Latam, Exxon Mobil India Project, Karo Sambhav India Project	25.5	LinkedIn Australia	21.7	120	
						2020(Jan-Nov):	1,456.1	3,589
						2019(Jan-Nov):	1,601.1	3,139
						YoY Comparison:	-9.1%	14.3%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	MediaCom	DF Honda China Digital, Securities China, LIDL Ireland	129.4	Volkswagen China	121.0	313
2	3	Wavemaker	Philips Global, ViacomCBS networks Global ex US, JSC Progress Russia	104.8	Bitburger/Gerolsteiner Germany, Italy	90.1	241
3	4	OMD	Lidl UK Buying, Schwarz Gruppe (Lidl) UK Buying, Bitburger/Gerolsteiner Germany, Italy	110.3	HBF Australia	75.1	292
4	6	PHD	Saudi Tourism UAE, MTN South Africa, REWE Czech	85.8	ViacomCBS networks Global ex US	61.6	204
5	5	Starcom	AB InBev India, Alcon China, E.on Energy Europe, McDonald's Taiwan	75.8	LinkedIn Germany	59.4	87
6	2	Mindshare	Tesco Thailand, AIA Thailand, Essilor China	95.0	Sanofi Global ex US	50.1	162
7	7	Zenith	uSwitch UK, Reckitt Benckiser US, TikTok Global, GAC FCA China	58.8	Georgia-Pacific consumer US	45.2	87
8	8	Initiative	Direct Assurance France, Victoria's Secret China, IVY Thai	38.1	Giovanni Rana Germany	34.3	111
9	9	Horizon Media	Orkin pest control US, Jenny Craig US, RMHDA US, Mayo Clinic SEM US	38.4	WW US	31.1	23
10	12	Havas Media	3M Global, PMU France, Domino's Pizza (Jubilant FoodWorks) India	57.4	Direct Assurance France	29.0	102
11	27	Omnicom Media Group	Sanofi Global ex US, Electrolux brands APAC, MEA	27.6		27.6	4
12	10	MediaHub	Little Moons UK, TracFone US, NBA US, Avrio Healthcare US	26.6		26.6	16
13	11	Carat	ICBC Argentina, McDonald's China Buying, Pandora China, Giovanni Rana Germany	55.0	Energy Australia	25.6	183
14	13	Vizeum	Spinmaster France, Swedish Match EMEA, British Columbia Gvt Canada	29.2	BMW, Mini Australia	22.0	57
15	14	dentsu X	Nestlé China, ByteDance China, Kuayue Express China	28.2	Dongfeng Honda China	20.0	199
16	15	Digitas	Whirlpool US, Big Ticket Middle East, McDonalds Middle East, Nivea Middle East	19.1		19.1	17
17	16	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5
18	18	Blue 449	FDJ France, Lindt France	10.1		10.1	2
19	20	Spark Foundry	Clarins Australia, Westpac Australia, Vanguard US, CSL Plasma US	29.7	NBA US	10.1	34
20	21	Essence	Jeep China, Airbnb Global, The North Face US, One Medical US Project	10.4	UpGrad India	10.1	10

2020(Jan-Nov):	851.1	2,302
2019(Jan-Nov):	865.0	2,327
YoY Comparison:	-1.6%	-1.1%

2020 Creative & Media (Jan-Nov):	2,307.2	5,891
2019 Creative & Media (Jan-Nov):	2,466.0	5,466
YoY Comparison:	-6.4%	7.8%

### 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.