



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Droga5	AirBNB Global, Molson Coors US, Red Wing US	81.3	Dos Equis US	76.8	13	
2	5	R/GA	Uber Social US, Spotify CRM US, Siemens AG US	47.0		47.0	44	
3	39	Huge	US Cellular US, Citrix US, UK, Spotify US Project	40.1		40.1	37	
4	2	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
5	3	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
6	6	Grey Group	Eli Lilly US, GSK Benlysta US Project	43.6	AARP	31.1	31	
7	4	VMLY&R	Zespri Global, Intel Global, BASF Agricultural US, The Lee Brand Global, YMCA of the USA Digital	31.1	TUI Global	27.2	5	
8	7	Johannes Leonardo	Oscar Mayer, Kraft Mac & Cheese US, Vizzy Hard Seltzer US	26.0		26.0	7	
9	8	Wunderman Thompson	Ingka Centres Global, Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	25.7		25.7	18	
10	9	Havas Worldwide	Finish Us Project, Munchkin Us, Nick'S Ice Cream Us Project	29.5	Peugeot Global	23.0	37	
11	10	FCB	Diageo US, American Express North America, Pharming US, Sierra	17.2		17.2	10	
12	-	Highdive	The General US, Perfetti van Melle brands US	17.0		17.0	2	
13	17	Mother	Riot Games US Design Project, TripAdvisor US, SeatGeek US Design Project	16.2		16.2	15	
14	11	WorkInProgress	Domino's US	15.0		15.0	1	
15	12	Isobar	Intel Corporation US Project, The Fresh Market US Project, Wilbert Funeral Services US Project	14.1		14.1	39	
16	13	MullenLowe Group	Corona Premier US, Two Lane US, Sientra US, High West Whiskey, Unshackled Wine Company & Prisoner Wine Company	17.8	US Cellular US	13.4	27	
17	31	Publicis	Visa Global Production, GSK Global Production, Nature Made vitamins US	17.2	Aflac US	13.2	4	
18	14	Gut	Popeyes US, Headspace US	12.8		12.8	2	
19	-	Le Pub (Publicis Group)	Heineken Global	12.0		12.0	1	
20	18	Empower	GoDaddy US, Conn's Home Plus US, American Standard US	10.5		10.5	5	
						2020(Jan-Nov)	557.9	508
						2019(Jan-Nov)	544.8	419
						YoY Comparison:	2.4%	21.2%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Starcom	Tailored Brands USA, Canada, Sandals Resorts US, Entertainment Studios US	46.2	Duracell Global	46.2	6
2	2	MediaCom	WhiteHat Jr. Digital, WBA Global, Bayer Women's Healthcare US, Uber Global, Circle K US	37.1		37.1	11
3	3	Horizon Media	Jenny Craig US, RMHDA US, Mayo Clinic SEM US	38.4	WW US	31.1	23
4	4	Vizeum	Mccormick US, Kroger US	23.9		23.9	2
5	7	Wavemaker	Philips Global, Pure Storage US, Pernod Ricard US, Perfetti Van Melle US, Novo Nordisk US	23.6	Air France US	22.4	9
6	5	MediaHub	TracFone US, NBA US, Avrio Healthcare US, Esperion Pharma US, Dietz & Watson US	21.5		21.5	8
7	6	Initiative	Salesforce Global, Gilead US, Groupon US Project, El Pollo Loco US, Citrix Global	20.6		20.6	5
8	8	Digitas	Whirlpool US, Sun Basket US Project, Sephora NA, Edgewell Personal Care, Feminine Care US	16.1		16.1	4
9	9	Zenith	CDC US, ByteDance US, Business Insider US, Reckitt Benckiser US	15.7		13.7	6
10	10	PHD	Casper US, Lindt US	15.7	TikTok Global	13.2	7
11	11	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5
12	12	Mindshare	Neurocrine US, Dollar Shave Club US, Zespri kiwi fruit Global	10.8	Pandora	7.8	9
13	13	OMD	Georgia-Pacific consumer US, Noom US, Canva US, The Clorox Company, SodaStream US	25.0	CBS US	6.2	8
14	20	Canvas Worldwide	Lagunitas US, Heineken US	6.0		6.0	2
15	14	Essence	One Medical US Project, The North Face US, Airbnb Global	4.3		4.3	3
16	15	Connelly Partners	Liberty Bank US	4.0		4.0	1
17	16	Dentsu Red Star	Heineken brands Global ex Fr	3.0		3.0	1
18	17	Tombras	Re/Max US	1.9		1.9	1
19	18	Dentsu Aegis Network	Kroger US, Generali Global	1.8		1.8	2
20	19	dentsu X	Dashlane US	1.5		1.5	1

2020(Jan-Nov)	300.3	143
2019(Jan-Nov)	341.4	175
YoY Comparison:	-12.0%	-18.3%

2020 Creative & Media (Jan-Nov)	858.2	651
2019 Creative & Media (Jan-Nov)	886.2	594
YoY Comparison:	-3.2%	9.6%

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.