



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	3	Havas Worldwide	Altarea Cogedim France Project, Bureau Veritas US, Grupo Petropolis Brazil	111.7	Peugeot Global	93.7	222	
2	1	Droga5	AirBNB Global, Kimberly Clark (Huggies) Global, Molson Coors US	96.4	Dos Equis US	91.9	15	
3	2	VMLY&R	European Commission Germany Project, Colgate Singapore Project, P&G - Downy Indonesia Project	97.3	Bumble Bee US	88.7	162	
4	5	Isobar	Garnier Denmark Project, Mester Gronn As Norway Project, Diageo - Mexico Project	80.1		79.8	291	
5	8	Ogilvy	Heisen China, Bose Corp China, Yum! Pizza Hut Indonesia	85.0	Kimberly Clark (Huggies) Global	76.7	410	
6	6	Wunderman Thompson	Unilever China, Yadea China project, Food Panda Thailand	73.5	Samsung UK CRM	70.3	252	
7	7	Publicis	Absolut China Project, Guerlain China, Kiehl's Hong Kong Project	73.1	Aflac US	67.6	163	
8	4	R/GA	Alcon US, Sanofi Project US, Uber Social US, Spotify CRM US, Siemens AG US	56.8		56.8	99	
9	10	Grey Group	Hostess Brands US, Laive SA Peru, Nescafe 1+2 China, Office Depot Mexico, GSK Benlysta US Project	64.7	AARP US	51.8	256	
10	9	Huge	US Cellular US, Spotify US Project, Eargo US Project, Citrix US, UK	51.0		51.0	52	
11	13	Dentsu	Herbalife Nutrition US, FAW Besturn China Project, Wuliangye China Project,	48.6	Kmart Australia	47.2	336	
12	11	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
13	53	Wieden & Kennedy	Samsung Home Entertainment US, Evian US, Kraft Heinz Grey Poupon US	82.3		38.5	20	
14	12	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
15	14	FCB	BMW Group Mexico, Western Cape Government South Africa, BioXcel Therapeutics US	31.9	Whirlpool India	31.6	40	
16	15	Le Pub (Publicis Group)	Heineken Global	30.0		30.0	1	
17	16	Sapient	Mercedes-Benz China Project	28.2		28.1	40	
18	17	Johannes Leonardo	Oscar Mayer, Kraft Mac & Cheese US, Vizzy Hard Seltzer	26.1		26.1	8	
19	20	McCann WorldGroup	BMW India, American Express China Project, Softbank Japan Project	27.3	LinkedIn Australia	23.5	129	
20	18	MullenLowe Group	Aisea Colombia, Fundación CardiInfantil Colombia, Chipper Colombia Project	27.8	US Cellular US	22.6	110	
						2020(Jan-Dec):	1,550.4	3,974
						2019(Jan-Dec):	1,774.7	3,487
						YoY Comparison:	-12.6%	14.0%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	Fanta, Sprite, Frestea, Nutriboost Indonesia Digital	137.8	Coke Singapore	121.7	344	
2	8	Initiative	T-Mobile US, Reckitt Benckiser Indonesia, Direct Assurance France	124.3	Reckitt Benckiser Hungary	120.3	126	
3	2	Wavemaker	UnionPay planning China, Slovak Telekom Slovakia, Cameo/Dr Oetker Italy	116.7	Bitburger/Gerolsteiner Germany, Italy	101.7	277	
4	5	Starcom	Samsung US, Lidl France, goPuff US Schwarz Gruppe (Lidl & Kaufland)	117.4	Answer.com Poland	100.6	113	
5	3	OMD	EMEA, AliExpress EMEA, Hepsi Burada Turkey	126.9	FCA Chile	91.5	345	
6	4	PHD	South Tyrol Germany, Sovcombank Russia, A2A Italy	89.6	H&M UK	63.7	222	
7	10	Havas Media	Sanofi US, Yum Brands Singapore, Oscaro.com France	92.3	Hasco-Lek Poland	59.8	107	
8	6	Mindshare	Nippon Paints Pakistan, University of Melbourne Australia, Swiss Sense Netherlands	104.2	Galderma Americas	52.7	208	
9	7	Zenith	Nestle UK, H&M UK, EURO-net Poland	71.8	JPMorgan Chase US	46.9	101	
10	9	Horizon Media	Sprint Boost US, Orkin pest control US, Jenny Craig US, RMHDA US, Mayo Clinic SEM US	53.4	WW US	46.1	24	
11	15	dentsu X	JPMorgan Chase Global, Galderma Americas, Galderma EMEA	46.5	Dongfeng Honda China	38.3	308	
12	13	Carat	The Today Business Australia, Watsons Thailand, TAP Trading Thailand	67.9	Zott Poland	38.1	246	
13	11	Omnicom Media Group	Sanofi Global ex US, Electrolux brands APAC, MEA	27.6		27.6	4	
14	12	MediaHub	Little Moons UK, TracFone US, NBA US, Avrio Healthcare US	26.6		26.6	16	
15	16	Digitas	Edgewell US, Hasbro US, Kellogg's UK	26.4		26.4	25	
16	14	Vizeum	Spinmaster France, Swedish Match EMEA, British Columbia Gvt Canada, Premier Marketing Thailand	30.6	BMW, Mini Australia	24.7	72	
17	21	WPP	Unilever China, JPMorgan Chase Global	15.0		15.0	2	
18	17	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5	
19	18	Blue 449	FDJ France, Lindt France, Nutrition & Sante France	10.4		10.4	3	
20	25	Canvas Worldwide	Lagunitas US, Heineken US	6.0		6.0	2	
						2020(Jan-Dec):	1,011.6	2,761
						2019(Jan-Dec):	946.0	2,621
						YoY Comparison:	6.9%	5.3%
						2020 Creative & Media (Jan-Dec):	2,562.0	6,735
						2019 Creative & Media (Jan-Dec):	2,720.7	6,108
						YoY Comparison:	-5.8%	10.3%

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.