



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Droga5	AirBNB Global, Molson Coors US, Red Wing US	81.3	Dos Equis US	76.8	13	
2	3	Huge	US Cellular US, Citrix US, UK, Spotify US Project	40.1		40.1	37	
3	4	Deutsch	Powdr US, Lowe's US, Petsmart US, Walmart+ US	40.0		40.0	4	
4	2	R/GA	Alcon US, Sanofi Project US, Uber Social US, Spotify CRM US, Siemens AG US	37.6		37.6	46	
5	5	GSD&M	Capital One US	50.0	Popeyes US	37.5	1	
6	6	Grey Group	Hostess Brands US, Eli Lilly US, GSK Benlysta US Project	43.9	AARP	31.4	32	
7	7	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	8	Johannes Leonardo	Oscar Mayer, Kraft Mac & Cheese US, Vizzy Hard Seltzer US	26.1		26.1	8	
9	10	Havas Worldwide	Finish US Project, Munchkin US, Nick'S Ice Cream US Project, Bureau Veritas US Project	32.5	Peugeot Global	26.0	42	
10	9	Wunderman Thompson	Ingka Centres Global, Samsung Mobile Social, Unilever - Horlicks/Viva US, Johns Hopkins Health System Corp US Project	25.7		25.7	18	
11	230	Wieden & Kennedy	Heinz Ketchup US, Samsung Home Entertainment US, Evian US, Kraft Heinz Grey Poupon US	59.0	AirBNB Global	25.0	17	
12	11	FCB	BioXcel Therapeutics US, BMW North America, Pharming US, Sierra Oncology US, Ameriprise Financial US	17.2		17.2	10	
13	12	Highdive	The General US, Perfetti van Melle brands US	17.0		17.0	2	
14	13	Mother	Panera US, Shipt US Project, Riot Games US Design Project, TripAdvisor US, SeatGeek US Design Project	16.2		16.2	17	
15	14	WorkInProgress	Domino's US	15.0		15.0	1	
16	15	Isobar	Intel Corporation US Project, The Fresh Market US Project, Wilbert Funeral Services US Project	14.1		14.1	39	
17	16	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	
18	17	Publicis	Visa Global Production, GSK Global Production, Nature Made vitamins US	17.2	Afiac US	13.2	4	
19	18	Gut	Popeyes US, Headspace US	12.8		12.8	2	
20	19	Le Pub (Publicis Group)	Heineken Global	12.0		12.0	1	
						2020(Jan-Dec)	580.8	541
						2019(Jan-Dec)	814.4	459
						YoY Comparison:	-28.7%	17.9%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	7	Initiative	T-Mobile US, Salesforce Global, Gilead US, Groupon US Project, El Pollo Loco US	100.6		100.6	7	
2	1	Starcom	Samsung US, goPuff US, Enbridge US	73.3	Duracell Global	73.3	9	
3	3	Horizon Media	Sprint Boost US, Jenny Craig US, RMHDA US, Mayo Clinic SEM US	53.4	WW US	46.1	24	
4	2	MediaCom	WhiteHat Jr. Digital, WBA Global, Bayer Women's Healthcare US, Uber Global, Circle K US	37.1		37.1	11	
5	45	Havas Media	Sanofi US, Signify Global, Epic Games US, Upjohn US, Helen of Troy US	40.2	Emirates Airlines Global	25.3	7	
6	4	Vizeum	Mccormick US, Kroger US	23.9		23.9	2	
7	8	Digitas	Edgewell US, Hasbro US, Arrow Electronics US	22.6		22.6	11	
8	5	Wavemaker	Philips Global, Pure Storage US, Pernod Ricard US, Perfetti Van Melle US, Novo Nordisk US	23.6	Air France US	22.4	9	
9	6	MediaHub	TracFone US, NBA US, Avrio Healthcare US, Esperion Pharma US, Dietz & Watson US	21.5		21.5	8	
10	9	Zenith	Infor US, CDC US, ByteDance US, Business Insider US, Reckitt Benckiser US	23.6	JPMorgan Chase	13.6	8	
11	11	Hearts & Science	Reckitt Benckiser US, Auto Trade, Kelley Blue Book US	13.2		13.2	5	
12	10	PHD	Casper US, Lindt US	15.7	TikTok Global	12.9	7	
13	20	dentsu X	Dashlane US, Galderma Americas, JPMorgan Chase Global	10.0		10.0	3	
14	13	OMD	Georgia-Pacific consumer US, Noom US, Canva US, The Clorox Company, SodaStream US	25.0	CBS US	6.2	8	
15	14	Canvas Worldwide	Lagunitas US, Heineken US	6.0		6.0	2	
16	16	Connelly Partners	Liberty Bank US	4.0		4.0	1	
17	-	WPP	JPMorgan Chase Global	4.0		4.0	1	
18	12	Mindshare	Neurocrine US, Dollar Shave Club US, Zespri kiwi fruit Global	10.8	Galderma Americas	3.3	9	
19	18	Tombras	Re/Max US	1.9		1.9	1	
20	19	Dentsu Aegis Network	Kroger US, Generali Global	1.8		1.8	2	
						2020(Jan-Dec)	456.9	166
						2019(Jan-Dec)	366.6	201
						YoY Comparison:	24.6%	-17.4%
						2020 Creative & Media (Jan-Dec)	1,037.6	707
						2019 Creative & Media (Jan-Dec)	1,181.0	660
						YoY Comparison:	-12.1%	7.1%

### 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.