



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2021

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	VMLY&R	Sam's Club US, Kraft Heniz Int'l, IDFC India	34.0	Furphy Australia	32.6	39	
2	5	Ogilvy	Zippo lighters US, Dairy Farm Malaysia, Tommy Hilfiger - China	12.4		12.4	54	
3	-	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US	10.0		10.0	1	
4	1	Havas Worldwide	Aesop skincare Global, Crossborder Solutions US, Merck Germany Project	7.9		7.9	22	
5	32	TBWA	Air France Global	8.0	SNCF France	7.0	1	
6	19	McCann WorldGroup	Harley Davidson Japan Project, Birla Carbon India, Florasis China Project	5.6		5.6	6	
7	6	Wunderman Thompson	DTAC Thailand Project, Lexus UK, Ford Thailand Project	5.1		4.9	12	
8	23	Mother	Shipt US	4.0		4.0	1	
9	42	Duncan Channon	Calif Dept Health vaccination US	4.0		4.0	1	
10	57	WPP	Victoria's Secret	4.0		4.0	1	
11	-	M Booth	Bed Bath & Beyond US	4.0		4.0	1	
12	20	MullenLowe Group	HBF Australia, Mahou/San Miguel Spain, Seventh Generation Singapore Project	3.3		3.3	9	
13	28	Leo Burnett	Yili Yousuanru China, Case IH Australia, Yinlu China Project	3.3	Fortis Healthcare India	3.3	22	
14	17	Sapient	Alfa Romeo China, SCHUCO China, NBA China Project	2.9		2.9	9	
15	7	Publicis	SNCF France, Yue sai China, L'Institut de Cerveau France	3.8		2.9	16	
16	41	Mono	Skyy vodka Global	2.3		2.3	2	
17	14	GSD&M	Avocados From Mexico US	2.0		2.0	1	
18	39	Vaynermedia	Scotts Miracle-Go US	2.0		2.0	1	
19	-	IPG Team Dynamic	BMW India	2.0		2.0	1	
20	63	Code and Theory	IT Client	2.0		2.0	4	
						2021 Jan:	132.0	294
						2020 Jan:	149.9	311
						YoY Comparison:	-11.9%	-5.5%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jan 2021

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	9	Zenith	L'Oreal China, Inspire Brands US, Sanofi China	45.8	Techcombank Vietnam	45.6	4
2	5	OMD	The Home Depot US, Dr Scholl's US, OSN UAE, KSA	22.2	Klosterfrau Germany	20.1	17
3	7	Havas Media	Schwarz Lidl Germany, Infiniti China, Klosterfrau Germany	21.0	National Express UK	19.3	33
4	15	Digitas	Inspire Brands US	15.0		15.0	1
5	6	PHD	DIDI China, CALZEDONIA China, Redbull UK	8.7		8.7	13
6	3	Wavemaker	SAIC - L China, Brita China, XINGYIN (RED) China	12.6	Air France Global	8.2	54
7	10	Horizon Media	Pandora US	6.0		6.0	9
8	23	Universal McCann	Honda Europe	4.3		4.3	7
9	-	Aura by Omnicom	Air France Global	4.0		4.0	1
10	18	Hearts & Science	Pharma Client	2.3		2.3	1
11	1	MediaCom	JPMorgan Chase/Chase Bank UK	2.0		2.0	8
12	-	Epsilon	AB InBev brands US	2.0		2.0	1
13	-	MullenLowe Mediahub	Slack Global	2.0	TK Maxx Australia	1.8	1
14	90	Publicis Media	Reckitt Benckiser DACH	1.5		1.5	1
15	-	VaynerMedia	Scotts Miracle-Go US	1.0		1.0	1
16	-	Mother	Califia Farms US	1.0		1.0	1
17	34	M/Six	National Express UK	0.7		0.7	1
18	-	AMS Media	Nature's Bounty, Solgar UK	0.3		0.3	1
19	54	Total Media	MG Cars UK	0.2		0.2	1
20	-	Bohemia	Chemist2U Australia	0.2		0.2	1

2021 Jan:	144.4	169
2020 Jan:	52.8	129
YoY Comparison:	173.3%	31.0%

2021 Creative & Media (Jan):	276.4	463
2020 Creative & Media (Jan):	202.7	440
YoY Comparison:	36.4%	5.2%

### 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.