



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	7	VMLY&R	Sam's Club US, FluMist US, J&J Project	22.5	Skyy vodka	21.2	4	
2	-	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
3	14	Mother	Shipt US	4.0		4.0	1	
4	27	Duncan Channon	Calif Dept Health vaccination US brnd cmms	4.0		4.0	1	
5	-	M Booth	Bed Bath & Beyond US	4.0		4.0	1	
6	125	WPP	Victoria's Secret Global	4.0		4.0	1	
7	9	Havas Worldwide	Crossborder Solutions US, Grove Collaborative US CRM, Chase: Path Forward US Project	3.0		3.0	7	
8	40	TBWA	Air France Global	2.4		2.4	1	
9	24	Mono	Skyy vodka Global	2.3		2.3	2	
10	5	GSD&M	Avocados From Mexico US	2.0		2.0	1	
11	26	Vaynermedia	Scotts Miracle-Go US	2.0		2.0	1	
12	42	Code and Theory	IT Client	2.0		2.0	4	
13	11	Wieden & Kennedy	Visa US, gopuff US, Helsana US	1.5		1.5	3	
14	-	Work In Progress	Mike's Hard Lemonade US	1.0		1.0	1	
15	-	Argonaut	The Zebra US	1.0		1.0	1	
16	2	Huge	MongoDB US Project, NHL US Project	0.7		0.7	5	
17	35	Eleven	The Kraken rum Global	0.6		0.6	1	
18	12	FCB	Safelite US	0.5		0.5	1	
19	22	72andSunny	Indeed.com US	0.5		0.5	1	
20	61	VCCP	Bed, Bath & Beyond US	0.5		0.5	1	
						2021 Jan	61.5	40
						2019 Jan	60.4	49
						YoY Comparison:	1.7%	-18.4%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	14	OMD	The Home Depot US, Dr Scholl's US	19.5		19.5	2
2	7	Digitas	Inspire Brands US	15.0		15.0	1
3	10	Zenith	Inspire Brands US	15.0		15.0	1
4	3	Horizon Media	Pandora US	6.0		6.0	9
5	11	Hearts & Science		2.3		2.3	1
6	-	Aura by Omnicom	Air France Global	1.2		1.2	1
7	-	Mother	Califia Farms US	1.0		1.0	1
8	5	Havas Media	Hologic US	0.5		0.5	1
9	8	Wavemaker		0.0	Air France Global	-1.2	0
10	42	Carat		0.0	The Home Depot US	-17.5	0

2021 Jan	60.5	17
2019 Jan	19.8	11
YoY Comparison:	206.1%	54.5%

2021 Creative & Media (Jan)	121.9	57
2020 Creative & Media (Jan)	80.2	60
YoY Comparison:	52.1%	-5.0%

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.