



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	1	VMLY&R	EmblemHealth US, Marico India, Sam's Club US, Kraft Heniz Int'l, IDFC India	38.7	Furphy Australia	37.3	61	
2	2	Ogilvy	Absolut Global, HTB / Guronsan Bamond Korea	25.2		25.2	90	
3	4	Havas Worldwide	PERNOD RICARD US Project, BEAM SUNTORY US Project, VEOLIA France Project	16.4		16.4	66	
4	20	Code and Theory	Washington Football Team US	14.6		14.6	13	
5	12	MullenLowe Group	Nutella UK Project, Bahlsen UK, Orgain US Project	12.1		12.1	25	
6	7	Wunderman Thompson	Dubai Dept of Tourism Global, Tyson Foods Thailand Project	12.1		11.9	28	
7	15	Publicis	Infiniti Global, Samsung Singapore Project, TTFB Taiwan Project	13.0	Gu Puds UK	11.5	23	
8	3	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US	10.0		10.0	1	
9	26	Wieden & Kennedy	Evian Global	7.5		7.5	4	
10	-	DDB	Unilever Wall's Global India, Kiabi France, Danone China Project	8.4	SSE Energy Services UK	7.5	35	
11	6	McCann WorldGroup	Woori Bank Korea, Manipal-UNEXT India Project, Aster DM Healthcare India Project	7.2		7.2	15	
12	5	TBWA	Air France Global, Le Chocolat des Francais France	8.5	SNCF France	7.1	2	
13	13	Leo Burnett	Coty Professional Japan Project, Comic Relief UK, CHN Industrial Australia	7.2	Fortis Healthcare India	6.6	36	
14	23	FCB	Manufacturing Services Brand New Zealand	6.3		6.1	12	
15	8	Mother	Shipt US, Pepsi UK, Cadillac Global Project, Riot Games US Project	5.6		5.6	5	
16	61	New Commercial Arts	MoneySupermarket UK, Habitat UK	4.4		4.4	2	
17	46	Grey Group	Coca-Cola (Lemon-Dou) UK Project, Magellan Health US, Flatten the Curve Denmark	4.8	M&S Food UK	4.3	22	
18	9	Duncan Channon	Calif Dept Health vaccination US	4.0		4.0	1	
19	10	WPP	Victoria's Secret	4.0		4.0	1	
20	11	M Booth	Bed Bath & Beyond US	4.0		4.0	1	
						2021 (Jan-Feb):	229.1	601
						2020 (Jan-Feb):	302.5	521
						YoY Comparison:	-24.3%	15.4%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	1	Zenith	MamaEarth India, L'Oreal China, Inspire Brands US, Sanofi China	52.9	American Cancer Society US	51.8	9	
2	6	Wavemaker	US Department of Health and Human Services US, Axel Springer	31.6	RENAULT Turkey	26.1	101	
3	2	OMD	Victorian Government Australia, Dr. Scholl's US, RENAULT Turkey	26.5	Eastspring Thailand	24.3	27	
4	3	Havas Media	Schwarz Lidl Poland, Indofoods Indonesia, United Healthcare Brazil	25.5	National Express UK	23.8	45	
5	4	Digitas	Inspire Brands US	15.0		15.0	1	
6	5	PHD	LG APAC, CR PHARMA China, Red Bull Spain, DIDI China	12.9		12.9	33	
7	-	GroupM	Henkel Germany	8.0		8.0	1	
8	11	MediaCom	Impossible Foods US, Saridon India, Etisalat Egypt	9.2	Victorian Government Australia	6.2	28	
9	7	Horizon Media	Pandora US	6.0		6.0	9	
10	8	Universal McCann	Honda Europe, Burger King China, Uni-President drinks, noodles China,	5.8		5.8	13	
11	9	Aura by Omnicom	Air France Global	4.0		4.0	1	
12	13	MullenLowe Mediahub	Slack Global, New Balance Europe, Terminix US	3.2	TK Maxx Australia	3.0	3	
13	10	Hearts & Science	Pharma Client	2.3		2.3	1	
14	21	Initiative	KFC Thailand, Kopiko Philippines, Nintendo Belgium	4.0	Australian Institute of Company Directors Australia	2.2	22	
15	12	Epsilon	AB InBev brands US	2.0		2.0	1	
16	14	Publicis Media	Reckitt Benckiser DACH	1.5		1.5	1	
17	15	VaynerMedia	Scotts Miracle-Go US, American Eagle US	1.5		1.5	2	
18	-	Resolution	Adaptive Biotechnologies - T-Detect US	1.3		1.3	2	
19	16	Mother	Califia Farms US	1.0		1.0	1	
20	-	Tombras	American Cancer Society US	1.0		1.0	1	
						2021 (Jan-Feb):	153.2	365
						2020 (Jan-Feb):	137.1	294
						YoY Comparison:	11.7%	24.1%
						2021 Creative & Media (Jan-Feb):	382.2	966
						2020 Creative & Media (Jan-Feb):	439.6	815
						YoY Comparison:	-13.1%	18.5%

### 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.