



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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, Sam's Club US, FluMist US, J&J Project	25.3	Skyy vodka	24.0	6	
2	12	Code and Theory	Washington Football Team US	14.6		14.6	13	
3	2	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
4	-	MullenLowe Group	Orgain US Project	5.4		5.4	3	
5	3	Mother	Shipt US, Cadillac Global Brand Design Project	4.4		4.4	4	
6	-	Grey Group	Magellan Health US	4.1		4.1	2	
7	4	Duncan Channon	Calif Dept Health vaccination US brnd cmms	4.0		4.0	1	
8	5	M Booth	Bed Bath & Beyond US	4.0		4.0	1	
9	6	WPP	Victoria's Secret Global	4.0		4.0	1	
10	21	Ogilvy	Absolut Global, Olmeca, Avion tequilas US	4.0		4.0	3	
11	13	Wieden & Kennedy	Visa US, gopuff US, Helsana US, Evian Global	3.9		3.9	4	
12	18	FCB	Safelite US	3.5		3.5	3	
13	7	Havas Worldwide	Crossborder Solutions US, Grove Collaborative US CRM, Chase: Path Forward US Project	3.4		3.4	9	
14	-	Publicis	Infiniti Global	3.2		3.2	1	
15	-	Arc worldwide	Unilever brands US shopper	3.0		3.0	1	
16	8	TBWA	Air France Global	2.4		2.4	1	
17	9	Mono	Skyy vodka Global	2.3		2.3	2	
18	10	GSD&M	Avocados From Mexico US	2.0		2.0	1	
19	11	Vaynermedia	Scotts Miracle-Go US	2.0		2.0	1	
20	-	Erich & Kallman	Foster Farms US	2.0		2.0	1	
						2021 (Jan-Feb)	110.8	73
						2020 (Jan-Feb)	229.7	74
						YoY Comparison:	-51.8%	-1.4%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	OMD	The Home Depot US, Dr Scholl's US	19.5		19.5	2	
2	2	Digitas	Inspire Brands US	15.0		15.0	1	
3	3	Zenith	Inspire Brands US	15.0	American Cancer Society US	14.0	1	
4	9	Wavemaker	US Department of Health and Human Services US	9.5	Air France Global	8.3	3	
5	4	Horizon Media	Pandora US	6.0		6.0	9	
6	-	MediaCom	Impossible Foods US	2.6		2.6	1	
7	5	Hearts & Science	Pharma Client	2.3		2.3	1	
8	-	Epsilon	AB InBev brands	2.0		2.0	1	
9	-	VaynerMedia	American Eagle US	1.5		1.5	2	
10	-	Resolution	Adaptive Biotechnologies - T-Detect US	1.3		1.3	2	
11	6	Aura by Omnicom	Air France Global	1.2		1.2	1	
12	7	Mother	Califia Farms US	1.0		1.0	1	
13	-	Tombras	American Cancer Society US	1.0		1.0	1	
14	8	Havas Media	Hologic US, Karyopharm US, UC San Diego US	0.8		0.8	3	
15	-	MullenLowe Mediahub	Terminix US	0.2		0.2	1	
16	10	Carat		0.0	The Home Depot US	-17.5	0	
						2021 (Jan-Feb)	59.1	30
						2020 (Jan-Feb)	21.8	20
						YoY Comparison:	171.8%	50.0%
						2021 Creative & Media (Jan-Feb)	169.9	103
						2020 Creative & Media (Jan-Feb)	251.5	94
						YoY Comparison:	-32.4%	9.6%

### 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.