



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	2	Ogilvy	Enterprise Holdings Global, Del Maguey, Altos & Avion Vodka US, EJ Gallo US	54.0		54.0	181	
2	3	Havas Worldwide	Volkswagen UK, GSK UK Project, LENOVO China Project	43.3		43.3	154	
3	1	VMLY&R	Molson Coors US, City of Hope US Digital, Elanco Animal Health Global Digital	48.0	Furphy Australia	37.9	92	
4	4	Code and Theory	Con Edison US, Washington Football Team US	24.7		24.7	15	
5	13	Leo Burnett	FAW-VW Audi China, Infinity Japan Project, Samsung.com Korea Project	24.0	US Cellular US	22.4	59	
6	6	Wunderman Thompson	Barilla France social, Project Management Institute Singapore, Richemont China	21.4		21.2	74	
7	7	Publicis	Barilla Global, Pechoin China, Estee Lauder China Project	21.2	Gu Puds UK	19.8	42	
8	10	DDB	Salomon Global, Graze snacks UK	16.0	SSE Energy Services UK	15.1	55	
9	5	MullenLowe Group	American Woodmark US, Nutella UK Project, Bahlsen UK, Orgain US Project	12.6		12.6	26	
10	9	Wieden & Kennedy	Kraft Mayo US, Impossible Meat US, Evian Global	12.5		12.5	6	
11	-	Dentsu	Dongfeng Honda CIVIC China, Feihe Dairy China,	14.5		11.7	45	
12	17	Grey Group	MassMutual US, TheFork Australia, TripAdvisor Australia	11.9	M&S Food UK	11.4	55	
13	11	McCann WorldGroup	Plan International Global, Just Eat Takeaway.com Australia, Evereden China Project	11.0		11.0	29	
14	8	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US	10.0		10.0	1	
15	39	The & Partnership	LG TVs Global	8.5		8.5	2	
16	12	TBWA	Air France Global, Le Chocolat des Francais France	8.5	SNCF France	7.1	2	
17	23	BBDO	Anta & Anta Kids China, Tripartite Alliance (TAFEP) Singapore Project, Meituan China	8.8		6.8	29	
18	42	ThinkerBell	RepcO ANZ	6.7		6.7	10	
19	14	FCB	SunLife Malaysia Project, Manufacturing Services Brand New Zealand	6.4		6.2	13	
20	15	Mother	Shipt US, Pepsi UK, Cadillac Global Project, Riot Games US Project	5.6		5.6	5	
						2021 (Jan-Mar):	403.4	1,098
						2020 (Jan-Mar):	370.3	760
						YoY Comparison:	9.0%	44.5%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Mar 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	TD Bank US, Pet Culture Australia, 3 Bears Ukraine	63.8	Abbott Nutrition China	58.0	41	
2	2	Wavemaker	Coinbase US, Bumble Global, Schwarz Group (Lidl) Netherlands	44.1	RENAULT Turkey	35.3	142	
3	3	OMD	Yili (digital&OOH) China, Bank Jago Indonesia	36.0	Svenska Spel Sweden	33.0	60	
4	9	Horizon Media	Pandora US, Leaf Home Solutions US, Fisher Investments US, UHG	22.6		22.6	21	
5	5	Digitas	Inspire Brands US	22.3		22.3	5	
6	31	Spark Foundry	Inspire Brands US, Humana US, Toyota Australia	23.0	Great Wolf Lodge US	20.3	15	
7	4	Havas Media	Ola Group India, UK, USA, Australia and New Zealand, Carrefour Digital	29.9	Con Edison US	19.0	57	
8	6	PHD	LG APAC, H&M Germany, Google Australia	22.8	Humana US	17.8	53	
9	10	Universal McCann	Abbott Nutrition China, CDO Philippines, Game Bean Taiwan	11.8		11.8	18	
10	12	Mediahub	Tally US, Slack Global, New Balance Europe, Terminix US	10.3	TK Maxx Australia	10.0	4	
11	7	GroupM	Henkel Germany	8.0		8.0	1	
12	8	MediaCom	Mahindra Group South Africa Digital, Sony India, The Baloise	11.1	Victorian Government Australia	7.5	43	
13	-	Assembly	Con Edison US	5.0		5.0	1	
14	14	Initiative	Cred India, Carnival Cruises US, Plush Sofas Australia	7.6	Australian Institute of Company Directors Australia	4.9	39	
15	35	Starcom	TD Bank Canada, WHOO Taiwan, Bahlsen Poland	8.9	CDO Philippines	4.8	15	
16	11	Aura by Omnicom	Air France Global	4.0		4.0	1	
17	18	Resolution	Raytheon US, Palo Alto Network US, Adaptive BioTech T-Detect US	3.8		3.8	6	
18	13	Hearts & Science	BDC Canada, Air France Canada	2.8		2.8	3	
19	15	Epsilon	AB InBev brands US	2.0		2.0	1	
20	-	dentsu X	Japan Tobacco International Indonesia, wanglaoji herbal tea	2.5		1.9	38	
						2021 (Jan-Mar):	292.9	730
						2020 (Jan-Mar):	186.0	450
						YoY Comparison:	57.5%	62.2%
						2021 Creative & Media (Jan-Mar):	696.3	1,828
						2020 Creative & Media (Jan-Mar):	556.3	1,210
						YoY Comparison:	25.2%	51.1%

### 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.