



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Apr 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	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	33.8	LG TVs Global	29.3	14	
2	-	BBDO	Home Depot US	30.0		28.0	1	
3	2	Code and Theory	Johnson's Baby US, Con Edison US, Washington Football Team US	27.7		27.7	16	
4	-	Doner	Johnson's Baby US, Travelocity US	22.0		22.0	2	
5	3	Ogilvy	World of Hyatt Global, Enterprise Holdings Global, Absolut Global	18.6	Instagram Global	14.6	7	
6	4	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
7	5	Wieden & Kennedy	Kraft Mayo US, Impossible Meat US, Visa US, gopuff US, Helsana US, Evian Global	8.9		8.9	6	
8	-	Mojo Supermarket	Match US, Truth Initiative US	8.0		8.0	2	
9	6	Grey Group	MassMutual US, Magellan Health US	7.4		7.4	3	
10	7	Havas Worldwide	COX COMMUNICATIONS US, Peak6/Apex Clearing US Project, Houseparty US	7.0		7.0	21	
11	-	BBH	Barbie US	10.0		7.0	1	
12	-	Anomaly	Denny's US, Fetch Rewards US	7.0		7.0	2	
13	19	TBWA	Air France Global, Discover US, Behr Paints US	7.4	Groupon Global	6.4	3	
14	-	Accenture Interactive	Jaguar Land Rover Global	6.0		6.0	1	
15	-	Martin Agency	Axe Global, Coinbase US	6.0		6.0	2	
16	14	FCB	Safelite US, Groupon Global	4.5		4.5	4	
17	9	Mother	Shipt US, Cadillac Global Brand Design Project, Instagram US Project	4.4		4.4	5	
18	10	Duncan Channon	Calif Dept Health vaccination US brnd cmms	4.0		4.0	1	
19	11	M Booth	Bed Bath & Beyond US	4.0		4.0	1	
20	12	WPP	Victoria's Secret Global	4.0		4.0	1	
						2021 (Jan-Apr)	263.4	177
						2020 (Jan-Apr)	178.3	133
						YoY Comparison:	47.7%	33.1%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Apr 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	-	Publicis Groupe	Stellantis Global	60.0		60.0	1
2	2	Horizon Media	Hershey Company US, INSP TV US, Veer Gear US	37.1		37.1	24
3	1	Zenith	Inspire Brands US, TD Bank US	26.2	American Cancer Society US	25.2	4
4	4	OMD	Schwan's US, The Home Depot US, Dr Scholl's US	20.5		20.5	3
5	3	Digitas	Inspire Brands US	22.1	Hewlett Packard Enterprise US Digital	19.6	2
6	5	Spark Foundry	Inspire Brands US , Humana US	17.8	Great Wolf Lodge US	15.8	4
7	6	Wavemaker	US Navy US, Coinbase US, Bumble Global, US Department of Health and Human Services US	15.5	Air France Global	14.3	6
8	7	Mediahub	Hallmark Channel US, Terminix US , Tally US	9.0	INSP TV US	8.8	4
9	8	Assembly	Con Edison US	5.0		5.0	1
10	25	Havas Media	Dr Pepper, Laboratoires Filorga Global, Hologic US, Karyopharm US, UC San Diego US	11.9		3.8	6
11	9	Resolution	Adaptive Biotechnologies - T-Detect US	3.8		3.8	6
12	11	MediaCom	Impossible Foods US	2.6		2.6	1
13	-	Mediasmith	PetSmart US	2.5		2.5	1
14	12	Hearts & Science	Pharma Client	2.3		2.3	1
15	13	Epsilon	AB InBev brands	2.0		2.0	1
16	14	VaynerMedia	American Eagle US	1.5		1.5	2
17	16	Aura by Omnicom	Air France Global	1.2		1.2	1
18	17	Mother	Califia Farms US	1.0		1.0	1
19	18	Tombras	American Cancer Society US	1.0		1.0	1
20	19	iProspect	LinkedIn Global digital	1.0		1.0	1

2021 (Jan-Apr)	201.8	89
2020 (Jan-Apr)	53.7	41
YoY Comparison:	275.9%	117.1%

2021 Creative & Media (Jan-Apr)	465.2	266
2020 Creative & Media (Jan-Apr)	232.0	174
YoY Comparison:	100.5%	52.9%

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.