



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jun 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	Code and Theory	Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US	43.3		43.3	26	
2	-	R/GA	Roku US, Leading Retail Pharmacy US, TONAL US	41.6		38.6	22	
3	2	VMLY&R	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	34.8	LG TVs Global	30.3	15	
4	3	BBDO	WaterWipes Global, Home Depot US	31.0		29.0	2	
5	5	Doner	LL Bean US, Johnson's Baby US, Travelocity US	26.0		26.0	3	
6	4	Huge	IGT US Project, Sub-Zero US, TQ Tezos US, MongoDB US Project, NHL US Project	24.2		24.2	16	
7	6	Ogilvy	New York Philharmonic US, World of Hyatt Global, Enterprise Holdings Global, Absolut Global	19.1	Instagram Global	15.1	8	
8	8	Wieden & Kennedy	Eli Lilly US, Kraft Mayo US, Impossible Meat US, Visa US, gopuff US, Helsana US, Evian Global	13.9		13.9	7	
9	10	Grey Group	Las Vegas Convention & Visitors Global social, Humbl US Project, Intermex Inc US Project	10.6		10.6	7	
10	7	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
11	20	FCB	Hoka One One US, Safelite US, Groupon Global	9.5		9.5	5	
12	9	Mojo Supermarket	Hydrow US, Match US, Truth Initiative US	9.0		9.0	3	
13	12	Havas Worldwide	AmeriSave US Project, Frontdoor US, Pearl TV US, COX COMMUNICATIONS US	8.6		8.6	25	
14	11	TBWA	Philips Global, Air France Global, Discover US, Behr Paints US	8.3	Groupon Global	7.3	4	
15	13	BBH	Barbie US	10.0		7.0	1	
16	14	Anomaly	Denny's US, Fetch Rewards US	7.0		7.0	2	
17	-	Hero Digital	Blackhawk Network US Digital, Brookfield Properties US Digital, Equitable US Digital	7.0		7.0	7	
18	15	Accenture Interactive	Jaguar Land Rover Global	6.0		6.0	1	
19	16	Martin Agency	Axe Global, Coinbase US	6.0		6.0	2	
20	16	FCB	Safelite US, Groupon Global	4.5		4.5	4	
						2021 (Jan-Jun)	417.8	284
						2020 (Jan-Jun)	224.0	196
						YoY Comparison:	86.5%	44.9%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jun 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	Publicis Media	Stellantis Global, American Family US	65.0		65.0	2
2	2	Horizon Media	Hershey Company US, INSP TV US, Veer Gear US	37.1	Sally Beauty	35.6	24
3	3	Zenith	Inspire Brands US, TD Bank US	26.2	American Cancer Society US	23.2	4
4	4	OMD	Philips Global, Schwan's US, The Home Depot US, Dr Scholl's US	25.0	Cigna	20.5	4
5	6	Wavemaker	Travel Edge US, De'Longhi US, Office Depot US, US Navy US, Coinbase US	20.9	Air France Global	19.7	9
6	5	Digitas	Inspire Brands US	22.1	Hewlett Packard Enterprise US Digital	19.6	2
7	7	Spark Foundry	Sally Beauty US, Canada, Inspire Brands US , Humana US	19.3	Discover Card US	15.5	6
8	8	Mediahub	Pinterest US, UK, Hallmark Channel US, Terminix US , Tally US	10.5	INSP TV US	10.3	5
9	26	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
10	9	Havas Media	Visit California Global, UC San Diego US, Dr Pepper, Laboratoires Filorga Global	13.7		5.6	8
11	10	Assembly	Con Edison US	5.0		5.0	1
12	11	Resolution	Adaptive Biotechnologies - T-Detect US	3.8		3.8	6
13	13	MediaCom	Impossible Foods US, Hostess	4.1	Sargento Foods US	3.1	2
14	12	Initiative	Cigna Global	5.3		2.8	2
15	14	Mediasmith	PetSmart US	2.5		2.5	1
16	16	Epsilon	AB InBev brands	2.0		2.0	1
17	17	VaynerMedia	American Eagle US	1.5		1.5	2
18	18	Tombras	Edible US, American Cancer Society US	1.5		1.5	2
19	19	Aura by Omnicom	Air France Global	1.2		1.2	1
20	20	Mother	Califia Farms US	1.0		1.0	1

2021 (Jan-Jun)	223.9	112
2020 (Jan-Jun)	114.6	85
YoY Comparison:	95.3%	31.8%

2021 Creative & Media (Jan-Jun)	641.7	396
2020 Creative & Media (Jan-Jun)	338.6	281
YoY Comparison:	89.5%	40.9%

### 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](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.