



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jul 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	Havas Worldwide	Nivea Australia social, Aderco Belgium Project, Coca-Cola US Project	111.1	Sydney Water Australia	109.1	320	
2	1	Ogilvy	Deutsche Bahn Germany, GIO insurance Australia, Hotels.com Korea	106.5	Instagram Global	102.0	430	
3	4	VMLY&R	Circle K, Couche-Tard Canada, CP Food Solutions Thailand Project	75.8	Furphy Australia	65.7	157	
4	3	Code and Theory	Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US	60.3		60.3	30	
5	8	Wunderman Thompson	Pets At Home UK, University of Melbourne Australia, Abbott India Project	49.6	Johnnie Walker South Africa	47.2	167	
6	6	R/GA	Sephora US, Australian Professional Leagues Australia	49.4		46.4	36	
7	7	Leo Burnett	Budweiser China Project, Google Taiwan Project, Allergan Aesthetics Thailand Project	48.2	US Cellular US	45.8	123	
8	5	BBDO	Mengniu Brand China, Fliggy China, Bosch Refrigerator China Project	54.3	Asda UK	45.8	85	
9	9	TBWA	National Australia Bank Australia, My Muscle Chef Australia, Phillips Australia	51.0	Facebook Portal UK	41.1	17	
10	10	DDB	Peloton Global Project, JetBlue US, Slack US Project	54.4	Johnson's Baby US	36.5	141	
11	11	Grey Group	Gametech / Vale Casinos (US, LATAM) , IB Germany Various, MassMutual US	32.2	M&S Food UK	31.7	91	
12	15	Dentsu	FTX Blockfolio US, Shiseido China Project	35.4	United Airlines Global	27.3	110	
13	12	Huge	IGT US Project, Sub-Zero US, TQ Tezos US	26.5		26.5	23	
14	13	Doner	LL Bean US, Johnson's Baby US, Travelocity US	26.0		26.0	3	
15	17	Wieden & Kennedy	FanDuel US, Eli Lilly corporate US, Kraft Mayo US, Impossible Meat US, Evian Global	22.5	Desperados Europe CRM	22.0	8	
16	18	M&C Saatchi Group	Healthcode UK Project, XL Aviata Indonesia, Truecaller Indonesia	21.2		20.2	180	
17	14	Accenture Interactive	Jaguar Land Rover Global	20.0		20.0	1	
18	16	Publicis	B&O China Project, J&J_Xian China project, Lundbeck China project	23.1	Ricola Europe	19.6	55	
19	19	FCB	Ovaltine, Ovomaltine SE Asia, Mamee Chef (Mamee Double Decker) Malaysia	16.1		15.9	26	
20	20	Digitas	Allergan Aesthetics Thailand Project, Huawei China Project, Mercedes-	15.6		14.6	32	
						2021 (Jan-Jul):	1,138.2	2,790
						2020 (Jan-Jul):	778.8	1,928
						YoY Comparison:	46.1%	44.7%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jul 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	Walmart US, Stellantis Global, American Family US, Lindt &	159.0	L'Oreal DACH	136.9	5	
2	2	Wavemaker	L'Oreal DACH, Beiersdorf (Planning) Global, QVC US	128.1	BSH Finland	117.4	254	
3	3	OMD	Telkomsel Indonesia, Decathlon China, Pernod Ricard UK	72.6	Cigna	61.8	129	
4	5	Havas Media	ADP US, Land O'Lakes US, Wayfair Germany	65.9	Pernod Ricard UK	53.6	115	
5	4	Zenith	Bundaberg Brewed Drinks Australia, TD Bank US, Pet Culture Australia,	65.2	NatWest Group UK	53.6	55	
6	6	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty US, Canada	42.1	28	
7	8	PHD	Pepsico Australia, Beliving Belgium Project, Dunamu Upbit Korea	44.2	Brillon India	34.3	110	
8	7	Initiative	Arla Foods Germany, Cofidis Portugal, Miele Denmark	38.6	Spin Master US	33.0	108	
9	13	MediaCom	Hostess US, FIT China, BitPanda Turkey, Food Marble Ireland Digital	35.6	Sargento Foods US	29.4	124	
10	12	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK, Hallmark Channel	24.8	INSP TV US	24.3	8	
11	9	Spark Foundry	Sally Beauty US, Canada, Fox's Confectionery UK	29.7	Morgan Stanley US	20.1	22	
12	10	Digitas	Inspire Brands US	22.5	Hewlett Packard Enterprise US Digital	20.0	6	
13	11	iProspect	Fastweb Italy, Engie Italy, J.P. Morgan Securities Taiwan	21.5	Macquarie University Australia	14.5	51	
14	14	GroupM	Henkel Germany	8.0		8.0	1	
15	15	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6	
16	16	Universal McCann	I Love NY (NY Tourism) US, Brillon India, Henkel China	21.8	Pernod Ricard Italy	7.6	32	
17	20	Resolution	LG Electronics Inc Australia, Victoria University Australia, Southern Cross Austereo Australia	7.1		7.1	16	
18	17	dentsu X	Wal-Mart China, Square France, Toshiba Vietnam Project	6.3		5.7	77	
19	19	Aura by Omnicom	Air France Global	4.0		4.0	1	
20	21	Starcom	Bega Foods Australia, FreshtoHome India, TD Bank Canada	12.5	CDO Philippines	2.9	19	
						2021 (Jan-Jul):	690.9	1,493
						2020 (Jan-Jul):	515.3	1,333
						YoY Comparison:	34.1%	12.0%
						2021 Creative & Media (Jan-Jul):	1,829.1	4,283
						2020 Creative & Media (Jan-Jul):	1,294.1	3,261
						YoY Comparison:	41.3%	31.3%

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.