



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Code and Theory	Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US	51.7		51.7	30	
2	3	VMLY&R	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	51.2	LG TVs Global	46.7	18	
3	2	R/GA	Roku US, Leading Retail Pharmacy US, TONAL US	41.6		38.6	22	
4	4	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	6	Huge	IGT US Project, Sub-Zero US, TQ Tezos US, MongoDB US Project, NHL US Project	24.4		24.4	18	
7	8	Wieden & Kennedy	FanDuel US, Eli Lilly US, Kraft Mayo US, Impossible Meat US, Visa US, gopuff US	18.9		18.9	8	
8	7	Ogilvy	New York Philharmonic US, World of Hyatt Global, Enterprise Holdings Global, Absolut Global	19.1	Instagram Global	15.1	8	
9	9	Grey Group	Gametech / Vale Casinos, Humbl US Project, Intermex Inc US Project	14.6		14.6	9	
10	15	BBH	Barbie US, LinkedIn US Project, Pernod Ricard - Martell US Project	15.0		12.0	5	
11	13	Havas Worldwide	AmeriSave US Project, Frontdoor US, Pearl TV US, COX COMMUNICATIONS US	10.6		10.6	26	
12	10	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
13	11	FCB	Hoka One One US, Safelite US, Groupon Global	9.5		9.5	5	
14	12	Mojo Supermarket	Hydrow US, Match US, Truth Initiative US	9.0		9.0	3	
15	14	TBWA	Philips Global, Air France Global, Discover US, Behr Paints US	8.3	Groupon Global	7.3	4	
16	16	Anomaly	Denny's US, Fetch Rewards US	7.0		7.0	2	
17	17	Hero Digital	Blackhawk Network US Digital, Brookfield Properties US Digital, Equitable US Digital	7.0		7.0	7	
18	-	Carmichael Lynch	H&R Block US	7.0		7.0	1	
19	20	FIG	Museum of Modern Art MoMA US, Major League Baseball US, Seatgeek US	6.5		6.5	3	
20	18	Accenture Interactive	Jaguar Land Rover Global	6.0		6.0	1	
						2021 (Jan-Jul)	476.3	322
						2020 (Jan-Jul)	268.7	221
						YoY Comparison:	77.3%	45.7%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	95.0		95.0	3
2	2	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty	42.6	28
3	5	Wavemaker	Beiersdorf (Planning) Global, QVC US, Travel Edge US, De'Longhi US, Office Depot US	29.1	Air France Global	27.9	11
4	3	Zenith	Inspire Brands US, TD Bank US	26.2	American Cancer Society US	23.2	4
5	4	OMD	Philips Global, Schwan's US, The Home Depot US, Dr Scholl's US	25.0	Cigna	20.5	4
6	8	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK	20.5	INSP TV US	20.3	7
7	6	Digitas	Inspire Brands US	22.1	Hewlett Packard Enterprise US Digital	19.6	2
8	7	Spark Foundry	Sally Beauty US, Canada, Inspire Brands US, Humana US	19.3	Morgan Stanley US	10.5	6
9	10	Havas Media	ADP US, Land O'Lakes US, Kinship US, Visit California Global, UC San Diego US	17.1		9.0	11
10	9	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
11	12	Resolution	Adaptive Biotechnologies - T-Detect US	4.2		4.2	7
12	13	MediaCom	Impossible Foods US, Hostess	4.1	Sargento Foods US	3.1	2
13	14	Initiative	Cigna Global	5.3		2.8	2
14	15	Mediasmith	PetSmart US	2.5		2.5	1
15	16	Epsilon	AB InBev brands	2.0		2.0	1
16	17	VaynerMedia	American Eagle US	1.5		1.5	2
17	18	Tombras	Edible US, American Cancer Society US	1.5		1.5	2
18	19	Aura by Omnicom	Air France Global	1.2		1.2	1
19	20	Mother	Califia Farms US	1.0		1.0	1
20	21	iProspect	LinkedIn Global digital	1.0		1.0	1

2021 (Jan-Jul)	273.0	125
2020 (Jan-Jul)	178.3	95
YoY Comparison:	53.1%	31.6%

2021 Creative & Media (Jan-Jul)	749.3	447
2020 Creative & Media (Jan-Jul)	446.9	316
YoY Comparison:	67.6%	41.5%

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.