



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	Havas Worldwide	ABBVIE Russia, AppHarvest Netherlands, Avast UK	121.9	Sydney Water Australia	119.9	356
2	2	Ogilvy	TD Bank US, Canada Social, Coca-Cola Hong Kong, Merz Aesthetics Hong Kong	117.4	Instagram Global	112.4	470
3	3	VMLY&R	Henkel India Project, BAT Singapore Project, Michelin China	76.9	Furphy Australia	66.8	171
4	4	Code and Theory	Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US	60.7		60.7	34
5	5	Wunderman Thompson	RBL Bank Limited India Project, Project Management Institute Singapore Project	53.2	Johnnie Walker South Africa	50.8	186
6	7	Leo Burnett	Best Reviews US, Daxing Airport China Project, Asiamiles Hong Kong Project	50.4	US Cellular US	48.0	135
7	6	R/GA	Sephora US, Australian Professional Leagues Australia	49.4		46.4	36
8	8	BBDO	Carnival Cruise Line Australia, Ben & Jerry's Australia	54.7	Asda UK	46.2	87
9	9	TBWA	NAB Australia, Gatorade Australia, My Muscle Chef Australia	60.5	TD Bank US	43.3	22
10	10	DDB	Galeries Lafayette France, Pernod Ricard India, Carlsberg Somersby China Project	60.0	Johnson's Baby US	42.1	159
11	11	Grey Group	Gametech / Vale Casinos (US, LATAM) , IB Germany Various, MassMutual US	32.2	M&S Food UK	31.3	91
12	12	Dentsu	PurCotton China, Honda Motor China Project	36.8	United Airlines Global	28.6	112
13	15	Wieden & Kennedy	Allianz US, Fan Duel US, Fortescue Future Industries US	28.5	Desperados Europe CRM	28.0	14
14	16	M&C Saatchi Group	De'Longhi Global, Anglo American South Africa	28.7		27.7	240
15	13	Huge	IGT US Project, Sub-Zero US, TQ Tezos US	26.8		26.8	27
16	14	Doner	LL Bean US, Johnson's Baby US, Travelocity US	26.0		26.0	3
17	18	Publicis	Honda China, Kinder confectionery France, HomePlus Korea Project	25.6	Ricola Europe	22.1	62
18	17	Accenture Interactive	Jaguar Land Rover Global	20.0		20.0	1
19	-	Publicis (Team Lift)	Planet Fitness US	20.0		20.0	1
20	19	FCB	Ovaltine, Ovomaltine SE Asia, Mamee Chef (Mamee Double	16.1		15.9	26

2021 (Jan-Aug):	1,216.5	3,067
2020 (Jan-Aug):	923.4	2,223
YoY Comparison:	31.7%	38.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	Planet Fitness US, Walmart US, Stellantis Global, American Family	169.0	L'Oreal DACH	146.9	6	
2	24	Mindshare	Unilever Global, Theory China, Pure & Mild China	183.5	Unilever France, Spain, DACH	130.7	157	
3	2	Wavemaker	Journey Beyond travel Australia, L'Oreal DACH, Beiersdorf (Planning)	128.4	BSH Finland	117.4	255	
4	3	OMD	Government Campaign Solutions UK, Ontario Govt Canada, L'oreal	112.4	Bira91 India	101.3	176	
5	4	Havas Media	Unilever France, Spain, Forevermark & De Beers Global,	87.4	Pernod Ricard UK	75.1	131	
6	7	PHD	Unilever Canada, DACH, Turkey, Africa, ANZ, HK, TW, Middle East	74.8	Brillon India	64.8	129	
7	5	Zenith	Mars Petcare PH, MY, SG SEO, Bundaberg Brewed Drinks Australia,	65.6	Edrington Singapore	54.0	62	
8	6	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty US, Canada	42.1	28	
9	8	Initiative	Unilever Russia, Ukraine, Belarus and Greece	48.6	Unilever Middle East	37.8	109	
10	9	MediaCom	Indeed Switzerland, polti Italy	36.5	Sargento Foods US	30.3	134	
11	10	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK, Hallmark Channel	24.8	INSP TV US	24.3	8	
12	11	Spark Foundry	Exinity APAC, Disney+ Singapore SEO, Expedia Singapore TV	30.7	Morgan Stanley US	21.1	35	
13	12	Digitas	Inspire Brands US	22.5	Hewlett Packard Enterprise US Digital	20.0	6	
14	13	iProspect	Fastweb Italy, Engie Italy, J.P. Morgan Securities Taiwan	21.5	Macquarie University Australia	14.5	51	
15	14	GroupM	Henkel Germany	8.0		8.0	1	
16	15	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6	
17	16	Universal McCann	I Love NY (NY Tourism) US, Brillon India, Henkel China	21.8	Pernod Ricard Italy	7.6	32	
18	17	Resolution	LG Electronics Inc Australia, Victoria University Australia, Southern Cross	7.1		7.1	16	
19	18	dentsu X	TCL China Project, Wal-Mart China, Square France, Toshiba Vietnam	7.1		6.5	78	
20	19	Aura by Omnicom	Air France Global	4.0		4.0	1	
						2021 (Jan-Aug):	941.5	1,677
						2020 (Jan-Aug):	595.9	1,575
						YoY Comparison:	58.0%	6.5%
						2021 Creative & Media (Jan-Aug):	2,158.0	4,744
						2020 Creative & Media (Jan-Aug):	1,519.3	3,798
						YoY Comparison:	42.0%	24.9%

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.