



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	Code and Theory	Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US	52.1		52.1	34	
2	2	VMLY&R	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	51.3	LG TVs Global	46.8	21	
3	3	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	24.7		24.7	22	
7	7	Wieden & Kennedy	Allianz US, Fan Duel US, Fortescue Future Industries US	23.9		23.9	13	
8	-	Publicis (Team Lift)	Planet Fitness US	20.0		20.0	1	
9	8	Ogilvy	TD Bank US, Canada Social, New York Philharmonic US, World of Hyatt Global	23.1	Instagram Global	19.1	9	
10	9	Grey Group	Gametech / Vale Casinos, Humbl US Project, Intermex Inc US Project	14.6		14.2	9	
11	10	BBH	Barbie US, LinkedIn US Project, Pernod Ricard - Martell US Project	15.0		12.0	5	
12	11	Havas Worldwide	Polaris Industries US, AmeriSave US Project, Frontdoor US, Pearl TV US	10.9		10.9	27	
13	12	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
14	13	FCB	Hoka One One US, Safelite US, Groupon Global	9.5		9.5	5	
15	14	Mojo Supermarket	Hydrow US, Match US, Truth Initiative US	9.0		9.0	3	
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	18	Carmichael Lynch	H&R Block US	7.0		7.0	1	
19	24	Mother	Panera Bread US, Shipt US, Cadillac Global Brand Design Project	6.9		6.9	7	
20	19	FIG	Museum of Modern Art MOMA US, Major League Baseball US, SeatGek US	6.5		6.5	3	
						2021 (Jan-Aug)	522.6	361
						2020 (Jan-Aug)	318.0	257
						YoY Comparison:	64.3%	40.5%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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 US	105.0		105.0	4
2	2	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty	42.6	28
3	3	Wavemaker	Beiersdorf (Planning) Global, QVC US, Travel Edge US, De'Longhi US, Office Depot US	29.1	Air France Global	27.9	11
4	4	Zenith	Inspire Brands US, TD Bank US	26.2	American Cancer Society US	23.2	4
5	5	OMD	Citrix Global, Philips Global, Schwan's US, The Home Depot US, Dr Scholl's US	25.4	Cigna	20.9	5
6	6	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK	20.5	INSP TV US	20.3	7
7	7	Digitas	Inspire Brands US	22.1	Hewlett Packard Enterprise US Digital	19.6	2
8	8	Spark Foundry	Sally Beauty US, Canada, Inspire Brands US, Humana US	19.3	Morgan Stanley US	10.5	6
9	9	Havas Media	Land O'Lakes US, Forevermark & De Beers Global	18.5		10.3	13
10	10	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
11	11	Resolution	Adaptive Biotechnologies - T-Detect US	4.2		4.2	7
12	27	PHD	Luxury Brand	11.1		3.7	5
13	12	MediaCom	Impossible Foods US, Hostess	4.1	Sargento Foods US	3.1	2
14	13	Initiative	Cigna Global	5.3		2.8	2
15	14	Mediasmith	PetSmart US	2.5		2.5	1
16	15	Epsilon	AB InBev brands	2.0		2.0	1
17	16	VaynerMedia	American Eagle US	1.5		1.5	2
18	17	Tombras	Edible US, American Cancer Society US	1.5		1.5	2
19	18	Aura by Omnicom	Air France Global	1.2		1.2	1
20	19	Mother	Califia Farms US	1.0		1.0	1

2021 (Jan-Aug)	290.9	132
2020 (Jan-Aug)	222.3	128
YoY Comparison:	30.8%	3.1%

2021 Creative & Media (Jan-Aug)	813.4	493
2020 Creative & Media (Jan-Aug)	540.3	385
YoY Comparison:	50.5%	28.1%

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.