



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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 | Wells Fargo US, L'OREAL France Project, Stellantis France Project | 162.4 | Sydney Water Australia | 160.4 | 412 | |
| 2 | 2 | Ogilvy | Sainsbury's, Argos, Habitat UK CRM, digital, Menarini Korea, Mondelez Singapore | 134.3 | Instagram Global | 129.3 | 540 | |
| 3 | 7 | R/GA | FinTech (Startup) US, ZIP US, APL EMEA | 87.7 | | 84.7 | 85 | |
| 4 | - | Omnicom Team X | Mercedes-Benz Global | 80.0 | | 80.0 | 1 | |
| 5 | 3 | VMLY&R | Reuters Europe, Shell Malaysia, ORL India Project | 85.6 | Furphy Australia | 75.5 | 180 | |
| 6 | 4 | Code and Theory | Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US | 61.4 | | 61.4 | 39 | |
| 7 | 5 | Wunderman Thompson | MCI Singapore, Capwell Industries US Project, RBL Bank Limited India Project | 59.5 | Ribena UK | 55.1 | 214 | |
| 8 | 6 | Leo Burnett | Welab Hong Kong Project, Samsung Taiwan Project | 51.7 | US Cellular US | 49.3 | 148 | |
| 9 | 8 | BBDO | Carnival Cruise Line Australia, Ben & Jerry's Australia | 56.7 | Asda UK | 48.7 | 97 | |
| 10 | 10 | DDB | Government Campaigns Solutions Roster UK, Adidas Orginial Social Content Development China Project | 62.9 | Johnson's Baby US | 45.0 | 175 | |
| 11 | 9 | TBWA | NAB Australia, Gatorade Australia, My Muscle Chef Australia | 59.0 | TD Bank US | 41.8 | 19 | |
| 12 | 11 | Grey Group | Las Vegas Convention and Visitors Authority US, Astellas US LLC US | 32.6 | M&S Food UK | 31.8 | 98 | |
| 13 | 12 | Dentsu | KSF China Project, Ito En China Project | 39.7 | United Airlines Global | 31.5 | 121 | |
| 14 | 13 | Wieden & Kennedy | Allianz US, Fan Duel US, Fortescue Future Industries US | 28.5 | Desperados Europe CRM | 28.0 | 14 | |
| 15 | 14 | M&C Saatchi Group | Loconav India, Jumia MENA Project, NATO Implementation of the Protect the Future campaign Global Project, Allergan Aesthetics Thailand Project, Huawei China Project, Mercedes-Benz China Project | 29.0 | | 28.0 | 268 | |
| 16 | 21 | Digitas | IGT US Project, Sub-Zero US, TQ Tezos US | 28.4 | | 27.4 | 39 | |
| 17 | 15 | Huge | Samsung Global Project, Ribena UK, DiDi Global | 32.1 | | 26.1 | 31 | |
| 18 | 24 | BBH | LL Bean US, Johnson's Baby US, Travelocity US | 26.0 | | 26.0 | 3 | |
| 19 | 16 | Doner | Spotify for Brands Global, Ovaltine, Ovomaltine SE Asia, Mamee Chef | 22.6 | | 22.4 | 33 | |
| 20 | 20 | FCB | | | | | | |
| | | | | | | 2021 (Jan - Sep): | 1,499.2 | 3,625 |
| | | | | | | 2020 (Jan - Sep): | 1,068.1 | 2,873 |
| | | | | | | YoY Comparison: | 41.7% | 26.2% |



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Sep 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 - Sep): | 1,180.2 | 2,019 |
| | | | | | | 2020 (Jan - Sep): | 649.3 | 1,818 |
| | | | | | | YoY Comparison: | 81.8% | 11.1% |
| | | | | | | 2021 Creative & Media (Jan - Sep): | 2,679.4 | 5,644 |
| | | | | | | 2020 Creative & Media (Jan - Sep): | 1,707.5 | 4,691 |
| | | | | | | YoY Comparison: | 56.9% | 20.3% |

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.