



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	3	R/GA	Slack US, ZIP US, FinTech (Startup) US	68.2		65.2	45	
2	2	VMLY&R	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	57.5	LG TVs Global	53.0	24	
3	1	Code and Theory	Ashley HomeStores US, Lubriderm US, Johnson's Baby US, Con Edison US	52.8		52.8	39	
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	12	Havas Worldwide	Wells Fargo US, Land O'Lakes US Project, BuyBuy Baby US Project	23.4		23.4	40	
9	9	Ogilvy	TD Bank US, Canada Social, New York Philharmonic US, World of Hyatt Global	25.5	Instagram Global	21.5	17	
10	8	Publicis (Team Lift)	Planet Fitness US	20.0		20.0	1	
11	10	Grey Group	Las Vegas Convention and Visitors Authority US, Astellas US LLC US	14.9		14.6	11	
12	11	BBH	Netflix US Project, Samsung US US Project, Beachbody US Project	16.5		13.5	8	
13	14	FCB	Hoka One One US, Safelite US, Groupon Global	12.5		12.5	8	
14	13	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
15	15	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	19	Mother	Panera Bread US, Shipt US, Cadillac Global Brand Design Project	6.9		6.9	7	
20	20	FIG	Museum of Modern Art MoMA US, Major League Baseball US, SeatGek US	6.5		6.5	3	
						2021 (Jan-Sep)	590.9	452
						2020 (Jan-Sep)	364.0	362
						YoY Comparison:	62.3%	24.9%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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 US	105.0		105.0	4
2	5	OMD	Daimler Global, Citrix Global, Philips Global, Schwan's US, The Home Depot US, Dr Scholl's US	49.2	Cigna	44.7	7
3	2	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty	42.6	28
4	3	Wavemaker	Beiersdorf (Planning) Global, QVC US, Travel Edge US, De'Longhi US, Office Depot US	29.1	Air France Global	27.9	11
5	4	Zenith	Inspire Brands US, TD Bank US	26.2	American Cancer Society US	23.2	4
6	6	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK	20.5	INSP TV US	20.3	7
7	7	Digitas	Auto Club Group US, Inspire Brands US	22.3	Hewlett Packard Enterprise US Digital	19.8	3
8	12	PHD	Chanel Global	21.1		13.7	6
9	13	MediaCom	Bayer Global, Impossible Foods US, Hostess	14.1	Sargento Foods US	13.1	3
10	8	Spark Foundry	Sally Beauty US, Canada, Inspire Brands US, Humana US	19.3	Morgan Stanley US	10.5	6
11	9	Havas Media	Land O'Lakes US, Forevermark & De Beers Global	18.5		10.3	13
12	10	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
13	11	Resolution	Adaptive Biotechnologies - T-Detect US	5.7		5.7	8
14	34	Universal McCann	Just Eat Takeaway Global, Storck (Werther's Originals) US	17.5		3.5	6
15	14	Initiative	Cigna Global	5.3		2.8	2
16	15	Mediasmith	PetSmart US	2.5		2.5	1
17	16	Epsilon	AB InBev brands	2.0		2.0	1
18	17	VaynerMedia	American Eagle US	1.5		1.5	2
19	18	Tombras	Edible US, American Cancer Society US	1.5		1.5	2
20	19	Aura by Omnicom	Air France Global	1.2		1.2	1

2021 (Jan-Sep)	347.2	142
2020 (Jan-Sep)	244.9	138
YoY Comparison:	41.8%	2.9%

2021 Creative & Media (Jan-Sep)	938.1	594
2020 Creative & Media (Jan-Sep)	608.9	500
YoY Comparison:	54.1%	18.8%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.