



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Oct 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, Titleist US Project | 176.0 | Sydney Water Australia | 174.0 | 442 | |
| 2 | 2 | Ogilvy | Sainsbury's, Argos, Habitat UK CRM, digital, Menarini Korea, Mondelez Singapore | 136.3 | Instagram Global | 131.3 | 569 | |
| 3 | 3 | R/GA | FinTech (Startup) US, ZIP US, APL EMEA | 87.7 | | 84.7 | 85 | |
| 4 | 4 | Omnicom Team X | Mercedes-Benz Global | 80.0 | | 80.0 | 1 | |
| 5 | 5 | VMLY&R | Reuters Europe, Shell Malaysia, ORL India Project | 87.3 | Furphy Australia | 77.2 | 191 | |
| 6 | 6 | Code and Theory | Johnson & Johnson Baby, Amazon Ads, Con Edison, Gaming Company, Fintech Startup | 61.8 | | 61.8 | 43 | |
| 7 | 7 | Wunderman Thompson | First Direct UK, Vedanta India Project | 61.2 | Ribena UK | 56.8 | 223 | |
| 8 | 10 | DDB | Polestar (Social) China, Skoda France, Photobox UK | 69.7 | Johnson's Baby US | 51.3 | 190 | |
| 9 | 8 | Leo Burnett | McDonald's China Project, Siam Kubota Thailand | 52.5 | US Cellular US | 50.1 | 157 | |
| 10 | 12 | Grey Group | Modelo Especial US, Constellation Brands US, Nestlé Health Science US | 48.0 | Fitbit US | 42.2 | 108 | |
| 11 | 9 | BBDO | Smoore (Vaping Chip) China Project, Champion China Project | 57.1 | Dunkin' US | 36.4 | 107 | |
| 12 | 15 | M&C Saatchi Group | Loconav India, Jumia MENA Project, NATO Implementation of the Protect the Future campaign Global Project | 36.2 | | 35.2 | 295 | |
| 13 | 18 | BBH | Mini China, Yes Bank India Project, UOB Singapore Project | 38.4 | | 32.4 | 35 | |
| 14 | 13 | Dentsu | KSF China Project, Ito En China Project | 39.7 | United Airlines Global | 31.5 | 121 | |
| 15 | 16 | Digitas | Allergan Aesthetics Thailand Project, Huawei China Project, Mercedes-Benz China Project | 29.8 | | 28.8 | 45 | |
| 16 | 17 | Huge | Planet Fitness US Project, IGT US Project, Sub-Zero US, TQ Tezos US | 28.2 | | 28.2 | 35 | |
| 17 | 14 | Wieden & Kennedy | Allianz US, Fan Duel US, Fortescue Future Industries US | 28.5 | Desperados Europe CRM | 28.0 | 14 | |
| 18 | 19 | Doner | Alignment Healthcare US, LL Bean US, Johnson's Baby US, Travelocity US | 26.5 | | 26.5 | 4 | |
| 19 | 11 | TBWA | NAB Australia, Gatorade Australia, My Muscle Chef Australia | 59.0 | Systeme U France | 25.8 | 19 | |
| 20 | 21 | Publicis | Guerlain China Project, GSK China project | 28.1 | Ricola Europe | 24.6 | 88 | |
| | | | | | | 2021 (Jan - Oct): | 1,577.5 | 3,908 |
| | | | | | | 2020 (Jan - Oct): | 1,178.3 | 3,231 |
| | | | | | | YoY Comparison: | 33.9% | 21.0% |



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

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| 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 | 4 | Wavemaker | Telia Company Nordics, Tech Client | 191.0 | BSH Finland | 178.9 | 345 | |
| 2 | 3 | Publicis Media | Planet Fitness US, Walmart US, Stellantis Global, American Family | 178.6 | L'Oreal DACH | 156.5 | 8 | |
| 3 | 2 | OMD | IFit US, BHP EMEA Regional, Zdravcity Russia | 185.3 | Eli Lilly & Co US | 151.2 | 207 | |
| 4 | 1 | Mindshare | Unilever Global, LV= General Insurance UK, Lovely Professional | 225.0 | Meta (Facebook etc) Global | 124.4 | 192 | |
| 5 | 5 | PHD | Chanel Global, Ferrero Canada, Pokerstars Netherlands, DIDI China | 115.7 | Brillon India | 100.0 | 170 | |
| 6 | 14 | Spark Foundry | Meta (Facebook etc) Global, Metsa Tissue Poland, Grindeks Russia | 81.5 | Morgan Stanley US | 71.9 | 40 | |
| 7 | 7 | Havas Media | Iberia, Vueling airlines Global, | 83.5 | Pernod Ricard UK | 70.4 | 143 | |
| 8 | 6 | MediaCom | Florentia Village China, Rocksbox US, Car24 Thailand | 82.2 | Lloyds Banking Group UK | 66.4 | 179 | |
| 9 | 12 | iProspect | Ferrero EMEA/AMER, Pernod Ricard Spain, Carrefour Italy | 69.3 | Macquarie University Australia | 62.3 | 96 | |
| 10 | 8 | Zenith | Eli Lilly & Co US, Lloyds Banking Group UK, ZPG, uSwitch, Confused | 103.3 | Kering (Gucci, YSL etc) Global | 61.8 | 78 | |
| 11 | 9 | Initiative | Intuit QuickBooks Global, Reckitt (Offline Media) Indonesia | 68.6 | Metsa Tissue Lithuania | 57.2 | 151 | |
| 12 | 10 | Horizon Media | Fan Duel - Sportsbook US, Enphase Energy US, Turo US | 44.1 | Sally Beauty US, Canada | 42.1 | 28 | |
| 13 | 11 | Universal McCann | Brittany Ferries UK, Just Eat Takeaway Global, Tourism Australia, Circles.life Australia, Farfetch Global, Morgan Stanley US, E*Trade | 50.6 | Pernod Ricard Italy | 36.4 | 45 | |
| 14 | 13 | Mediahub | Auto Club Group US, Inspire Brands US | 27.8 | INSP TV US | 27.3 | 10 | |
| 15 | 15 | Digitas | Tencent Financial Technology China, Fujifilm China Project, HITACHI | 22.8 | Hewlett Packard Enterprise US Digital | 20.3 | 8 | |
| 16 | 16 | dentsu X | AutoZone US, Lindt Canada, Metsa Tissue Norway | 17.6 | Realme India | 16.8 | 150 | |
| 17 | 18 | Starcom | Advance Auto Parts US, Discover Card US, Party City US, Moncler | 20.3 | | 9.6 | 37 | |
| 18 | 19 | 360i | LG Electronics Inc Australia, Victoria University Australia, Southern Cross | 8.3 | | 7.8 | 6 | |
| 19 | 17 | Resolution | Air France Global | 5.7 | | 5.7 | 8 | |
| 20 | 20 | Aura by Omnicom | | 4.0 | | 4.0 | 1 | |
| | | | | | | 2021 (Jan - Oct): | 1,276.5 | 2,207 |
| | | | | | | 2020 (Jan - Oct): | 788.5 | 2,122 |
| | | | | | | YoY Comparison: | 61.9% | 4.0% |
| | | | | | | 2021 Creative & Media (Jan - Oct): | 2,854.0 | 6,115 |
| | | | | | | 2020 Creative & Media (Jan - Oct): | 1,966.8 | 5,353 |
| | | | | | | YoY Comparison: | 45.1% | 14.2% |

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.