



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	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	58.3	LG TVs Global	53.8	25
3	3	Code and Theory	Johnson & Johnson Baby, Amazon Ads, Con Edison, Gaming Company, Fintech Startup	53.2		53.2	43
4	5	Doner	Alignment Healthcare US, LL Bean US, Johnson's Baby US, Travelocity US	26.5		26.5	4
5	8	Havas Worldwide	Titleist Us Project, Cox Communications Us Project, Fidelity Investments Us Project	26.2		26.2	43
6	6	Huge	Planet Fitness US Project, IGT US Project, Sub-Zero US, TQ Tezos US	25.8		25.8	26
7	11	Grey Group	Modelo Especial US, Constellation Brands US, Nestlé Health Science US	30.3	Fitbit US	24.9	16
8	7	Wieden & Kennedy	Allianz US, Fan Duel US, Fortescue Future Industries US	23.9		23.9	13
9	9	Ogilvy	TD Bank US, Canada Social, New York Philharmonic US, World of Hyatt Global	25.5	Instagram Global	21.5	17
10	10	Publicis (Team Lift)	Planet Fitness US	20.0		20.0	1
11	16	Anomaly	Denny's US, Fetch Rewards US	19.5		19.5	3
12	4	BBDO	WaterWipes Global, Home Depot US	31.0	Dunkin' US	16.5	2
13	12	BBH	Netflix US Project, Samsung US US Project, Beachbody US Project	16.5		13.5	8
14	13	FCB	Hoka One One US, Safelite US, Groupon Global	12.5		12.5	8
15	14	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1
16	15	Mojo Supermarket	Hydrow US, Match US, Truth Initiative US	9.0		9.0	3
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, Seatgeek US	6.5		6.5	3
						2021 (Jan-Oct)	477
						2020 (Jan-Oct)	433
						YoY Comparison:	10.2%
							46.7%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Publicis Media	Planet Fitness US, Walmart US, Stellantis Global, American Family US	105.0		105.0	4
2	3	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty	42.6	28
3	5	Zenith	Eli Lilly & Co US, Inspire Brands US, TD Bank US	46.2	Kering (Gucci, YSL etc) Global	37.2	5
4	10	Spark Foundry	Meta (Facebook etc) Global, Sally Beauty US, Canada, Inspire Brands US, Humana US	39.3	Morgan Stanley US	30.5	7
5	4	Wavemaker	Beiersdorf (Planning) Global, QVC US, Travel Edge US, De'Longhi US, Office Depot US	29.5	Air France Global	28.3	12
6	2	OMD	IFit US, Daimler Global, Citrix Global, Philips Global, Schwan's US	51.9	Eli Lilly & Co US	27.4	8
7	6	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK	20.5	INSP TV US	20.3	7
8	7	Digitas	Auto Club Group US, Inspire Brands US	22.3	Hewlett Packard Enterprise US Digital	19.8	3
9	8	PHD	Chanel Global	21.1		13.7	6
10	9	MediaCom	Rocksbox US, Bayer Global, Impossible Foods US, Hostess	14.7	Sargento Foods US	13.6	4
11	11	Havas Media	Land O'Lakes US, Forevermark & De Beers Global	18.5		10.3	13
12	15	Initiative	Cigna Global, Intuit QuickBooks Global	12.3		9.8	3
13	12	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
14	22	iProspect	Kering (Gucci, YSL etc) Global, LinkedIn Global digital	7.0		7.0	2
15	13	Resolution	Adaptive Biotechnologies - T-Detect US	5.7		5.7	8
16	14	Universal McCann	Just Eat Takeaway Global, Storck (Werther's Originals) US	17.5		3.5	6
17	16	Mediasmith	PetSmart US	2.5		2.5	1
18	17	Epsilon	AB InBev brands	2.0		2.0	1
19	18	VaynerMedia	American Eagle US	1.5		1.5	2
20	19	Tombras	Edible US, American Cancer Society US	1.5		1.5	2

2021 (Jan-Oct)	371.3	151
2020 (Jan-Oct)	293.9	143
YoY Comparison:	26.3%	5.6%

2021 Creative & Media (Jan-Oct)	991.5	628
2020 Creative & Media (Jan-Oct)	716.8	576
YoY Comparison:	38.3%	9.0%

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.