



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	-	WPP	The Coca-Cola Company Global	404.0		404.0	1	
2	1	Havas Worldwide	Ryvita UK, Wells Fargo US, L'OREAL France Project, Stellantis France Project	176.5	Durex, KY Global	169.5	443	
3	2	Ogilvy	Sainsbury's, Argos, Habitat UK CRM, digital, Lifeasy China, NEA Singapore	137.3	Instagram Global	132.3	592	
4	3	R/GA	FinTech (Startup) US, ZIP US, APL EMEA	87.7		84.7	85	
5	5	VMLY&R	Samsung France B2B, Land Transport Authority Singapore Project	93.9	Furphy Australia	83.7	200	
6	4	Omnicom Team X	Mercedes-Benz Global	80.0		80.0	1	
7	8	DDB	Dr Oetker Global ex DE, Clinique NA Clinique	94.9	Johnson's Baby US	76.5	224	
8	6	Code and Theory	J&J Baby US, Amazon Ads Global, Con Ed US, Gaming company, Fintech startup	64.5		64.5	51	
9	7	Wunderman Thompson	First Direct UK, Vedanta India Project	66.4	Ribena UK	62.0	247	
10	10	Grey Group	UBank Australia, Volkswagen Porsche Korea Project, VOG Italy project	57.4	Fitbit US	51.6	114	
11	9	Leo Burnett	PMI Hong Kong Project, McDonald's China Project, Siam Kubota Thailand	53.0	US Cellular US	50.6	162	
12	12	M&C Saatchi Group	Nando's Australia, Quinta do Lago (resort) via Green Jacket Partners UK Brand development	40.7		39.7	309	
13	15	Digitas	AAA Auto Club Group US, MOC Jinan century advantage China Project	36.0		35.0	54	
14	13	BBH	Keva India, Mahindra Racing India	38.4		32.4	37	
15	11	BBDO	Swisse Australia, Victoria Department of Transport Australia	57.9	Dr Oetker Global ex DE	32.2	110	
16	14	Dentsu	KSF China Project, Ito En China Project	39.7	United Airlines Global	31.5	121	
17	16	Huge	Planet Fitness US Project, IGT US Project, Sub-Zero US, TQ Tezos US	29.1		29.1	42	
18	17	Wieden & Kennedy	Allianz US, Fan Duel US, Fortescue Future Industries US	28.5	Desperados Europe CRM	28.0	14	
19	20	Publicis	Estee Lauder China Project, iGuzzini China Project	30.2	Ricola Europe	26.7	104	
20	18	Doner	Alignment Healthcare US, LL Bean US, Johnson's Baby US, Travelocity	26.5		26.5	4	
						2021 (Jan - Nov):	2,064.3	4,169
						2020 (Jan - Nov):	1,456.1	3,589
						YoY Comparison:	41.8%	16.2%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Nov 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	8	MediaCom	The Coca-Cola Company Global, Mycall, Telia Norway, RCRC	279.8	Lloyds Banking Group UK	264.0	192	
2	1	Wavemaker	Zwift Global, Foodpanda Philippines, Telia Company Nordics	197.9	BSH Finland	185.9	359	
3	4	Mindshare	Yili China, China Sports Lottery(Planning), LV= General	274.0	Meta (Facebook etc) Global	171.7	233	
4	3	OMD	iFIT Global, IAG Global, Beiersdorf APAC	212.8	Google Global Offline Media	163.1	220	
5	2	Publicis Media	Planet Fitness US, Walmart US, Stellantis Global, American Family	178.6	L'Oreal DACH	156.5	8	
6	7	Havas Media	Dolce & Gabbana Global, Edgewell US, IAG Group Global	98.4	Pernod Ricard UK	85.3	163	
7	5	PHD	Solvent CR s.r.o. Czech Republic, Red Bull Russia, Google Australia	116.8	Google US Offline Media	82.9	181	
8	6	Spark Foundry	Johnson & Johnson Australia, Meta (Facebook etc) Global, Metsa Tissue	83.4	Morgan Stanley US	73.8	43	
9	10	Zenith	Eli Lilly & Co US, Lloyds Banking Group UK, ZPG, uSwitch, Confused	107.6	Kering (Gucci, YSL etc) Global	65.6	89	
10	9	iProspect	Ferrero EMEA/AMER, Pernod Ricard Spain, Carrefour Italy	69.3	Macquarie University Australia	62.3	96	
11	11	Initiative	Intuit QuickBooks Global, Reckitt (Offline Media) Indonesia	68.8	Metsa Tissue Lithuania	57.4	153	
12	24	Essence	Google Global	55.0	Oziva India	54.2	10	
13	12	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty US, Canada	42.1	28	
14	14	Mediahub	Circles.life Australia, Farfetch Global, Morgan Stanley US, E*Trade	27.8	INSP TV US	27.3	10	
15	15	Digitas	Auto Club Group US, Inspire Brands US	22.8	Hewlett Packard Enterprise US Digital	20.3	8	
16	13	Universal McCann	Foodpanda Malaysia, Meter Bonwe China, Dyson Global	57.5	The Coca-Cola Company US	19.3	50	
17	16	dentsu X	Tencent Financial Technology China, Fujifilm China Project, HITACHI Singapore	17.6		16.8	150	
18	84	Mediaplus	BPA German Federal Gov. Germany	11.0	Bahlsen Germany	8.3	2	
19	18	360i	Advance Auto Parts US, Discover Card US, Party City US, Moncler	8.3		7.8	6	
20	19	Resolution	LG Electronics Inc Australia, Victoria University Australia, Southern Cross	5.7		5.7	8	
						2021 (Jan - Nov):	1,561.5	2,366
						2020 (Jan - Nov):	851.1	2,302
						YoY Comparison:	83.5%	2.8%
						2021 Creative & Media (Jan - Nov):	3,625.8	6,535
						2020 Creative & Media (Jan - Nov):	2,307.2	5,891
						YoY Comparison:	57.2%	10.9%

### 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.