



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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, Victoria's Secret Global	103.0		103.0	2	
2	1	R/GA	Slack US, ZIP US, FinTech (Startup) US	68.2		65.2	45	
3	2	VMLY&R	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	60.6	LG TVs Global	56.1	31	
4	3	Code and Theory	J&J Baby US, Amazon Ads Global, Con Ed US, Gaming company, Fintech startup	55.9		55.9	51	
5	11	Grey Group	Modelo Especial US, Constellation Brands US, Nestlé Health Science US	38.9	Fitbit US	33.6	18	
6	6	Huge	Planet Fitness US Project, IGT US Project, Sub-Zero US, TQ Tezos US	26.7		26.7	31	
7	5	Doner	Alignment Healthcare US, LL Bean US, Johnson's Baby US, Travelocity US	26.5		26.5	4	
8	7	Wieden & Kennedy	Allianz US, Fan Duel US, Fortescue Future Industries US	23.9		23.9	13	
9	8	Havas Worldwide	Titleist Us Project, Cox Communications Us Project, Fidelity Investments Us Project	26.2	Durex, KY Global	23.7	43	
10	9	Ogilvy	TD Bank US, Canada Social, New York Philharmonic US, World of Hyatt Global	25.5	Instagram Global	21.5	17	
11	10	Publicis (Team Lift)	Planet Fitness US	20.0		20.0	1	
12	16	Anomaly	Denny's US, Fetch Rewards US	19.5		19.5	3	
13	4	BBDO	WaterWipes Global, Home Depot US	31.0	Dunkin' US	16.5	2	
14	12	BBH	Netflix US Project, Samsung US US Project, Beachbody US Project	16.5		13.5	8	
15	13	FCB	Hoka One One US, Safelite US, Groupon Global	12.5		12.5	8	
16	-	DDB	Clinique NA Clinique	28.6		11.6	8	
17	24	Droga5	Enphase Energy Global, Hard Rock Digital US	11.2		11.2	7	
18	14	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
19	15	Mojo Supermarket	Hydrow US, Match US, Truth Initiative US	9.0		9.0	3	
20	17	Hero Digital	Blackhawk Network US Digital, Brookfield Properties US Digital, Equitable US Digital	7.0		7.0	7	
						2021 (Jan-Nov)	761.4	516
						2020 (Jan-Nov)	557.9	508
						YoY Comparison:	36.5%	1.6%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	1	Publicis Media	Planet Fitness US, Walmart US, Stellantis Global, American Family US	105.0		105.0	4
2	10	MediaCom	The Coca-Cola Company Global, Rocksbox US, Bayer Global	93.7	Sargento Foods US	92.6	5
3	2	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty	42.6	28
4	6	OMD	iFIT Global, Daimler Global, Citrix Global, Philips Global, Schwan's US	65.2	Eli Lilly & Co US	40.7	9
5	3	Zenith	Eli Lilly & Co US, Inspire Brands US, TD Bank US	46.2	Kering (Gucci, YSL etc) Global	37.2	5
6	4	Spark Foundry	Meta (Facebook etc) Global, Sally Beauty US, Canada, Inspire Brands US, Humana US	39.3	Morgan Stanley US	30.5	7
7	5	Wavemaker	Zwift Global, Beiersdorf (Planning) Global, QVC US, Travel Edge US	30.5	Air France Global	29.3	13
8	7	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK	20.5	INSP TV US	20.3	7
9	8	Digitas	Auto Club Group US, Inspire Brands US	22.3	Hewlett Packard Enterprise US Digital	19.8	3
10	11	Havas Media	Edgewell US, Dolce & Gabbana Global, Land O'Lakes US, Forevermark & De Beers Global	22.6		14.4	15
11	12	Initiative	Cigna Global, Intuit QuickBooks Global	12.3		9.8	3
12	13	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
13	14	iProspect	Kering (Gucci, YSL etc) Global, LinkedIn Global digital	7.0		7.0	2
14	15	Resolution	Adaptive Biotechnologies - T-Detect US	5.7		5.7	8
15	9	PHD	Chanel Global	21.1	Kohler US	5.4	6
16	17	Mediasmith	PetSmart US	2.5		2.5	1
17	18	Epsilon	AB InBev brands	2.0		2.0	1
18	19	VaynerMedia	American Eagle US	1.5		1.5	2
19	20	Tombras	Edible US, American Cancer Society US	1.5		1.5	2
20	21	Aura by Omnicom	Air France Global	1.2		1.2	1

2021 (Jan-Nov)	439.5	157
2020 (Jan-Nov)	300.3	143
YoY Comparison:	46.4%	9.8%

2021 Creative & Media (Jan-Nov)	1,200.9	673
2020 Creative & Media (Jan-Nov)	858.2	651
YoY Comparison:	39.9%	3.4%

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.