



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	WPP	The Coca-Cola Company Global	404.0		404.0	1	
2	2	Havas Worldwide	EdCompanion UK Project, Efficio Consulting UK Project, Housing 21 UK Project	185.5	Durex Global Project	178.5	461	
3	5	VMLY&R	Coca Cola India Project, Lululemon China Project, QSR Stores Malaysia Project	160.9	Furphy Australia	150.7	217	
4	3	Ogilvy	Long Bamboo Technology Group China, Wonderme Industrial Group China	143.9	Instagram Global	138.4	614	
5	4	R/GA	Samsung Home Appliances US, XFL US, LifeScan US	114.3		111.3	108	
6	7	DDB	Government Campaigns Solutions UK Project, Adidas UK Project, Aviva	100.2	Johnson's Baby US	81.8	249	
7	6	Omnicom Team X	Mercedes-Benz Global	80.0		80.0	1	
8	8	Code and Theory	J&J Baby US, Amazon Ads Global, Con Ed US, Gaming company, Fintech startup	66.6		66.6	70	
9	11	Leo Burnett	PMI Hong Kong Project, McDonald's China Project, Siam Kubota Thailand	67.0	US Cellular US	64.6	197	
10	9	Wunderman Thompson	First Direct UK, Vedanta India Project	67.1	Ribena UK	62.7	249	
11	12	M&C Saatchi Group	A.C. Camargo Brazil, RB US Project, BP UK Project	58.6		57.6	338	
12	10	Grey Group	Haag-Streit USA, Hasbro, Inc China Project, Carlsberg Denmark Project	62.7	Fitbit US	56.9	124	
13	15	BBDO	Mercedes-Benz China, Budweiser China project	68.4	Dr Oetker Global ex DE	41.8	118	
14	16	Dentsu	Social Alpha India, KSF China Project, Ito En China Project	48.8	United Airlines Global	40.6	174	
15	26	Saatchi & Saatchi	The National Basketball Association UK, REWE Germany, Burger King Sweden	41.6		38.0	128	
16	13	Digitas	AAA Auto Club Group US, MOC Jinan century advantage China Project	36.0		35.0	54	
17	14	BBH	Ribena UK, Leo Pharma UK, Lionsgate US Project	40.4		34.4	41	
18	18	Wieden & Kennedy	KOSÉ US, Google Pixel US, Allianz US, Fan Duel US, Fortescue Future Industries US	31.5	Desperados Europe CRM	31.0	17	
19	17	Huge	Planet Fitness US Project, IGT US Project, Sub-Zero US, TQ Tezos US	29.1		29.1	42	
20	19	Publicis	Estee Lauder China Project, iGuzzini China Project	30.2	Ricola Europe	26.7	104	
						2021 (Jan - Dec):	2,261.9	4,529
						2020 (Jan - Dec):	1,550.4	3,974
						YoY Comparison:	45.9%	14.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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	MediaCom	Medtronic US, Caffé Borbone Italy, BSH Bosch and Siemens Hausgerä	287.5	Lloyds Banking Group UK	270.4	207	
2	3	Mindshare	Loan Depot US, Kyndryl US, Purina US Project	297.6	Meta (Facebook etc) Global	194.7	312	
3	2	Wavemaker	Zwift Global, Foodpanda Philippines, Telia Company Nordics	197.9	BSH Finland	185.8	359	
4	4	OMD	Beiersdorf Global, HMG Buying Framework UK	225.4	Henkel France	174.6	244	
5	5	Publicis Media	Planet Fitness US, Walmart US, Stellantis Global, American Family	179.0	L'Oreal DACH	156.9	10	
6	6	Havas Media	European Commission Global, PEPCO Global, Procolombia	105.5	Pernod Ricard UK	92.4	181	
7	7	PHD	Solvent CR s.r.o. Czech Republic, Red Bull Russia, Google Australia	118.0	Google US Offline Media	84.1	193	
8	8	Spark Foundry	Niantic Inc UK, Ajinomoto Polska Poland, Comfandi Colombia	87.9	Morgan Stanley US	78.3	89	
9	9	Zenith	Eli Lilly & Co US, Lloyds Banking Group UK, Saudia Saudi Arabia,	111.5	Kering (Gucci, YSL etc) Global	68.0	128	
10	10	iProspect	ING Germany & Spain, Ferrero EMEA/AMER, Calzedonia Italy	74.2	Macquarie University Australia	67.2	123	
11	11	Initiative	Ledger France, Germany, UK & US, Cars24 United Arab Emirates, Saudi	72.6	Metsa Tissue Lithuania	61.2	164	
12	12	Essence	Google Global	55.0	Peloton UK, Germany	51.1	10	
13	13	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty US, Canada	42.1	28	
14	17	dentsu X	Reckitt Benckiser India, Mandom Malaysia Project	32.2		31.4	198	
15	15	Digitas	Samsung Greece, Auto Club Group US, Inspire Brands US	27.2	Hewlett Packard Enterprise US Digital	24.7	31	
16	14	Mediahub	Circles.life Australia, Farfetch Global, Morgan Stanley US, E*Trade	27.8	Kaiser Permanente US	21.3	10	
17	16	Universal McCann	Foodpanda Malaysia, Meter Bonwe China, Dyson Global	57.5	The Coca-Cola Company US	19.3	50	
18	20	Resolution	Virgin Voyages US, LG Electronics Inc Australia, Victoria University	9.7		9.7	9	
19	88	Carat	Amplifon EMEA, Angelini Italy, Manulife EMEA/AMER	58.9		8.8	196	
20	18	Mediaplus	BPA German Federal Gov. Germany	11.0	Bahlsen Germany	8.3	2	
						2021 (Jan - Dec):	1,671.0	2,827
						2020 (Jan - Dec):	1,011.6	2,761
						YoY Comparison:	65.2%	2.4%
						2021 Creative & Media (Jan - Dec):	3,933.0	7,356
						2020 Creative & Media (Jan - Dec):	2,562.0	6,735
						YoY Comparison:	53.5%	9.2%

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.