



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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, Victoria's Secret Global	103.0		103.0	2	
2	2	R/GA	Samsung Home Appliances US, XFL US, LifeScan US	90.9		87.9	60	
3	3	VMLY&R	US NAVY US, Molson Coors US, Elanco Animal Health Global Digital, City of Hope US Digital	63.1	LG TVs Global	58.6	33	
4	4	Code and Theory	J&J Baby US, Amazon Ads Global, Con Ed US, Gaming company, Fintech startup	57.1		57.1	68	
5	5	Grey Group	Haag-Streit USA Inc US, Modelo Especial US, Constellation Brands US	43.5	Fitbit US	38.2	20	
6	8	Wieden & Kennedy	KOSÉ US, Google Pixel US, Allianz US, Fan Duel US, Fortescue Future Industries US	26.9		26.9	16	
7	6	Huge	Planet Fitness US Project, IGT US Project, Sub-Zero US, TQ Tezos US	26.7		26.7	31	
8	7	Doner	Alignment Healthcare US, LL Bean US, Johnson's Baby US, Travelocity US	26.5		26.5	4	
9	9	Havas Worldwide	Adidas US Project, Axiom Space US, Lincoln Financial Group US	27.7	Durex Global Project	25.2	46	
10	10	Ogilvy	TD Bank US, Canada Social, New York Philharmonic US, World of Hyatt Global	25.5	Instagram Global	21.5	17	
11	11	Publicis (Team Lift)	Planet Fitness US	20.0		20.0	1	
12	12	Anomaly	Denny's US, Fetch Rewards US	19.5		19.5	3	
13	13	BBDO	WaterWipes Global, Home Depot US	31.0	Dunkin' US	16.1	2	
14	14	BBH	Lionsgate US Project, Walmart US Project	17.5		14.5	10	
15	25	M&C Saatchi Group	RB US Project, NFL US Project, GSK US Project	14.2		14.2	77	
16	16	DDB	Peloton, Slack, JetBlue	31.1		14.1	13	
17	15	FCB	Hoka One One US, Safeite US, Groupon Global	12.5		12.5	8	
18	17	Droga5	Enphase Energy Global, Hard Rock Digital US	11.2		11.2	7	
19	18	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1	
20	19	Mojo Supermarket	Hydrow US, Match US, Truth Initiative US	9.0		9.0	3	
						2021 (Jan-Dec)	808.3	582
						2020 (Jan-Dec)	580.8	541
						YoY Comparison:	39.2%	7.6%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Publicis Media	Planet Fitness US, Walmart US, Stellantis Global, American Family US	105.0		105.0	4
2	2	MediaCom	Medtronic US, The Coca-Cola Company Global, Rocksbox US, Bayer Global	95.2	Sargento Foods US	94.1	6
3	3	Horizon Media	Fan Duel - Sportsbook US, Enphase Energy US, Turo US	44.1	Sally Beauty	42.6	28
4	4	OMD	Beiersdorf Global, iFIT Global, Daimler Global, Citrix Global, Philips Global, Schwan's US	66.2	Eli Lilly & Co US	41.7	10
5	5	Zenith	Eli Lilly & Co US, Inspire Brands US, TD Bank US	46.5	Kering (Gucci, YSL etc) Global	37.5	8
6	6	Spark Foundry	Meta (Facebook etc) Global, Sally Beauty US, Canada, Inspire Brands US, Humana US	40.0	Morgan Stanley US	31.2	14
7	7	Wavemaker	Zwift Global, Beiersdorf (Planning) Global, QVC US, Travel Edge US	30.5	Air France Global	29.3	13
8	9	Digitas	Auto Club Group US, Inspire Brands US	23.5	Hewlett Packard Enterprise US Digital	21.0	9
9	8	Mediahub	Morgan Stanley US, E*Trade US, Pinterest US, UK	20.5	Kaiser Permanente US	20.3	7
10	10	Havas Media	Edgewell US, Dolce & Gabbana Global, Land O'Lakes US, Forevermark & De Beers Global	22.6		14.4	15
11	11	Initiative	Ledger France, Germany, UK & US, Laurent Perrier Project	13.1		10.6	5
12	14	Resolution	Virgin Voyages US, Adaptive Biotechnologies - T-Detect US	9.7		9.7	9
13	12	360i	Advance Auto Parts US, Discover Card US, Party City US	8.3		7.8	6
14	13	iProspect	Kering (Gucci, YSL etc) Global, LinkedIn Global digital	7.0		7.0	2
15	15	PHD	Chanel Global	21.1	Kohler US	5.4	6
16	16	Mediasmith	PetSmart US	2.5		2.5	1
17	17	Epsilon	AB InBev brands	2.0		2.0	1
18	18	VaynerMedia	American Eagle US	1.5		1.5	2
19	19	Tombras	Edible US, American Cancer Society US	1.5		1.5	2
20	20	Aura by Omnicom	Air France Global	1.2		1.2	1

2021 (Jan-Dec)	449.1	180
2020 (Jan-Dec)	456.9	166
YoY Comparison:	-1.7%	8.4%

2021 Creative & Media (Jan-Dec)	1,257.4	762
2020 Creative & Media (Jan-Dec)	1,037.6	707
YoY Comparison:	21.2%	7.8%

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.