

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Feb 2020

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	GSD&M	Capital One US	50.0	Popeyes US	37.5	1
2	-	Grey Group	Discover US	26.5		26.5	1
3=	2	Leo Burnett	Bank of America US	25.0		25.0	1
3=	47	VMLY&R	Intel Global	25.0		25.0	1
5	38	MullenLowe Group	Axe US, Corona US, Corona Seltzer US	13.0		13.0	9
6	-	Gut	Popeyes US	12.5		12.5	1
7	3	McGarryBowen	Asahi Super Dry Global, Manhattan Mini Storage US	11.9		11.9	3
8=	4=	Wunderman Thompson	Johns Hopkins Health System Corp US Project, Boehringer-Ingelheim Animal Health US Project	10.0		10.0	8
8=	4=	Droga5	Hershey US	10.0		10.0	1
10	6	Wieden & Kennedy	Heinz Ketchup US	8.0		8.0	1
11	7	Joan Creative	Virgin Hotels US	6.5		6.5	1
12	-	Eleven	Cisco Systems US	6.0		6.0	2
13	8	Publicis	Nature Made vitamins US	3.2		3.2	1
14=	9	72andSunny	Faust Brewing US, Pinterest US, Tort & Needle US Project, Pabst Blue Ribbon US	8.0	Axe US	3.0	4
14=	-	AMP Agency	Zillow US Digital	3.0		3.0	1
16=	10=	TBWA	Bubly US	2.0		2.0	1
16=	10=	Johannes Leonardo	Vizzy Hard Seltzer US	2.0		2.0	1
16=	10=	Laundry Service	Orbitz US	2.0		2.0	1
16=	10=	Translation	New York Knicks US	2.0		2.0	1
16=	-	GS&P	SodaStream US Project, Panera Bread US Project	4.0		2.0	2

2020(Jan-Feb)	229.7	74
2019(Jan-Feb)	64.8	91
YoY Comparison:	254.6%	-18.7%



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Feb 2020

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	4	PHD	Casper US, Lindt US	13.8		13.8	5
2	1	MediaCom	Hasbro Global	7.8		7.8	1
3	2	Starcom	Jos A Bank N America	7.5	Dickies Global	7.5	1
4=	5	Universal McCann	Emirates Airlines Global	3.0	Lockheed Martin Global	2.3	1
4=	10	MediaHub	La Quinta Hotels US, Patron US, Lockheed Martin Global	2.3		2.3	3
6	3	Horizon Media	Regeneron US, Diamond Producers Association US, Sally Beauty US	6.0	Lindt US	2.2	3
7	16	Tombras	Re/Max US	1.9		1.9	1
8	6	dentsu X	Dashlane US	1.5		1.5	1
9=	7	Assembly	Pabst US	0.5		0.5	1
9=	9	Mindshare	BBVA Spain, LATAM, Turkey, US Digital	0.5		0.5	1
9=	-	Accenture Interactive	BBVA Global Digital	0.5		0.5	1
12	-	Gallegos United	Cacique	0.3		0.3	1

2020(Jan-Feb)	21.8	20
2019(Jan-Feb)	54.2	42
YoY Comparison:	-59.9%	-52.4%

### 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](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.