

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jan 2021

1 7 VMLY&R Sam's Club US, FluMist US, J&J Project 2 - Muh-Tay-Sik Hof-Fer Bed Bath & Beyond US integrated 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.	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
3	1	7	VMLY&R		22.5	Skyy vodka		4
A	2	-	Muh-Tay-Sik Hof-Fer	Bed Bath & Beyond US integrated	10.0		10.0	1
1	3	14	Mother	Shipt US	4.0		4.0	1
6 125 WPP Victoria's Secret Global 4.0 4.0 7 40 TBWA Air France Global 2.4 2.4 8 24 Mono Skyy vodka Global 2.3 2.3 9 5 GSD&M Avocados From Mexico US 2.0 2.0 10 26 Vaynermedia Scotts Miracle-Go US 2.0 2.0 11 42 Code and Theory IT Client 2.0 2.0 12 11 Wieden & Kennedy Visa US 1.5 1.5 13 - Work In Progress Mike's Hard Lemonade US 1.0 1.0 14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Collaborative US CRM, Chase: Path Forward US Project 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	4	27	Duncan Channon		4.0		4.0	1
7 40 TBWA Air France Global 2.4 2.4 8 24 Mono Skyy vodka Global 2.3 2.3 9 5 GSD&M Avocados From Mexico US 2.0 2.0 10 26 Vaynermedia Scotts Miracle-Go US 2.0 2.0 11 42 Code and Theory IT Client 2.0 2.0 12 11 Wieden & Kennedy Visa US 1.5 1.6 13 - Work In Progress Mike's Hard Lemonade US 1.0 1.0 14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 0.6 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20	5	-	M Booth	Bed Bath & Beyond US	4.0		4.0	1
8 24 Mono Skyy vodka Global 2.3 2.3 9 5 GSD&M Avocados From Mexico US 2.0 2.0 10 26 Vaynermedia Scotts Miracle-Go US 2.0 2.0 11 42 Code and Theory IT Client 2.0 2.0 12 11 Wieden & Kennedy Visa US 1.5 1.5 13 - Work In Progress Mike's Hard Lemonade US 1.0 1.0 14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Asops skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5 <td>6</td> <td>125</td> <td>WPP</td> <td>Victoria's Secret Global</td> <td>4.0</td> <td></td> <td>4.0</td> <td>1</td>	6	125	WPP	Victoria's Secret Global	4.0		4.0	1
9 5 GSD&M Avocados From Mexico US 2.0 10 26 Vaynermedia Scotts Miracle-Go US 2.0 11 42 Code and Theory IT Client 2.0 12 11 Wieden & Kennedy Visa US 1.5 13 - Work In Progress Mike's Hard Lemonade US 1.0 14 - Argonaut The Zebra US 1.0 15 2 Huge MongoDB US Project 0.7 16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 0.6 17 35 Eleven The Kraken rum Global 0.6 18 12 FCB Safelite US 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 20 10 2.0 2.0 2.0 2.0 2.0 2.0 2.0 2.0	7	40	TBWA	Air France Global	2.4		2.4	1
10 26 Vaynermedia Scotts Miracle-Go US 2.0 2.0 11 42 Code and Theory IT Client 2.0 2.0 12 11 Wieden & Kennedy Visa US 1.5 1.5 13 - Work In Progress Mike's Hard Lemonade US 1.0 1.0 14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	8	24	Mono	Skyy vodka Global	2.3		2.3	2
11 42 Code and Theory IT Client 2.0 2.0 12 11 Wieden & Kennedy Visa US 1.5 1.5 13 - Work In Progress Mike's Hard Lemonade US 1.0 1.0 14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5 2021 Jan 59.1	9	5	GSD&M	Avocados From Mexico US	2.0		2.0	1
12 11 Wieden & Kennedy Visa US 1.5 1.5 13 - Work In Progress Mike's Hard Lemonade US 1.0 1.0 14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	10	26	Vaynermedia	Scotts Miracle-Go US	2.0		2.0	1
13 - Work In Progress Mike's Hard Lemonade US 1.0 1.0 14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	11	42	Code and Theory	IT Client	2.0		2.0	4
14 - Argonaut The Zebra US 1.0 1.0 15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	12	11	Wieden & Kennedy	Visa US	1.5		1.5	3
15 2 Huge MongoDB US Project 0.7 0.7 16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	13	-	Work In Progress	Mike's Hard Lemonade US	1.0		1.0	1
16 9 Havas Worldwide Aesop skincare Global, Grove Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	14	-	Argonaut	The Zebra US	1.0		1.0	1
16 9 Havas Worldwide Collaborative US CRM, Chase: Path Forward US Project 3.0 Air France 0.6 17 35 Eleven The Kraken rum Global 0.6 0.6 18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5	15	2	Huge	MongoDB US Project	0.7		0.7	5
18 12 FCB Safelite US 0.5 0.5 19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5 2021 Jan 59.1	16	9	Havas Worldwide	Collaborative US CRM, Chase: Path	3.0	Air France	0.6	7
19 22 72andSunny Indeed.com US 0.5 0.5 20 61 VCCP Bed, Bath & Beyond US 0.5 0.5 2021 Jan 59.1	17	35	Eleven	The Kraken rum Global	0.6		0.6	1
20 61 VCCP Bed, Bath & Beyond US 0.5 0.5 2021 Jan 59.1	18	12	FCB	Safelite US	0.5		0.5	1
2021 Jan 59.1	19	22	72andSunny	Indeed.com US	0.5		0.5	1
	20	61	VCCP	Bed, Bath & Beyond US	0.5		0.5	1
2019 Jan 60.4						2021 Jan	59.1	40
						2019 Jan	60.4	49

YoY Comparison: -2.3% -18.4%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jan 2021

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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	14	OMD	The Home Depot US,Dr Scholl's US	19.5		19.5	2
2	7	Digitas	Inspire Brands US	15.0		15.0	1
3	10	Zenith	Inspire Brands US	15.0		15.0	1
4	3	Horizon Media	Pandora US	6.0		6.0	9
5	11	Hearts & Science		2.3		2.3	1
6	-	Aura by Omnicom	Air France Global	1.2		1.2	1
7	-	Mother	Califia Farms US	1.0		1.0	1
8	5	Havas Media	Hologic US	0.5		0.5	1
9	8	Wavemaker		0.0	Air France Global	-1.2	0
10	42	Carat		0.0	The Home Depot US	-17.5	0
					2021 Jan	60.5	17
					2019 Jan	19.8	11
					YoY Comparison:	206.1%	54.5%
					2021 Creative & Media (Jan)	119.5	57
					2020 Creative & Media (Jan)	80.2	60
					YoY Comparison:	49.1%	-5.0%

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 R0I.