



2021 NEW BUSINESS LEAGUE HOLDING GROUP RANKING

US / 2021

| RANK | HOLDING GROUP | ESTIMATED CREATIVE YTD REVENUE (USD \$m) | ESTIMATED MEDIA YTD REVENUE (USD \$m) | ESTIMATED OVERALL YTD REVENUE (USD \$m) | NO. OF WINS |
|------|-----------------|--|---------------------------------------|---|-------------|
| 1 | WPP | 234.0 | 123.6 | 357.7 | 100 |
| 2 | Publicis Groupe | 45.5 | 192.6 | 238.0 | 62 |
| 3 | Interpublic | 140.2 | 14.9 | 155.1 | 136 |
| 4 | Stagwell Group | 100.9 | 0.0 | 100.9 | 81 |
| 5 | Omnicom | 34.0 | 39.0 | 73.0 | 41 |
| 6 | Havas | 25.2 | 14.4 | 39.6 | 61 |
| 7 | Accenture | 17.2 | 0.0 | 17.2 | 8 |
| 8 | Dentsu | 11.5 | 1.3 | 12.8 | 21 |
| | | | | 994 | 510 |

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.