



2021 NEW BUSINESS LEAGUE HOLDING GROUP RANKING

Global / 2021

RANK	HOLDING GROUP	ESTIMATED CREATIVE YTD REVENUE (USD \$m)	ESTIMATED MEDIA YTD REVENUE (USD \$m)	ESTIMATED OVERALL YTD REVENUE (USD \$m)	AS % OF 2020 REVENUE	NO. OF WINS
1	WPP	838.6	684.2	1522.8	9.9%	2,140
2	Publicis Groupe	233.1	326.3	559.4	5.4%	899
3	Omnicom	237.1	266.5	503.6	3.9%	859
4	Interpublic	212.2	101.7	314.0	3.3%	632
5	Havas	170.0	90.8	260.8	11.4%	647
6	Dentsu	59.3	109.4	168.7	1.9%	907
7	Stagwell Group	110.9	0.0	110.9	5.3%	87
8	Accenture	32.2	0.0	32.2	1.0%	15
				3,472	5.4%	6,186

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.