

ADWEEK

<https://www.adweek.com/agencies/droga5-tops-comvergence-2020-us-creative-agency-new-business-rankings/>

Droga5 Tops COMvergence 2020 US Creative Agency New Business Rankings

Omnicom was the top agency network



Droga5 brought in around \$460 million in new business revenue last year, according to COMvergence.
Droga5/Kit Kat/Allstate/Airbnb

While clients found reasons to review media agency relationships toward the end of 2020, they seemed less likely to rethink creative assignments. A look at the top creative agencies for new business last year reveals that with fewer reviews a handful of agencies stood out.

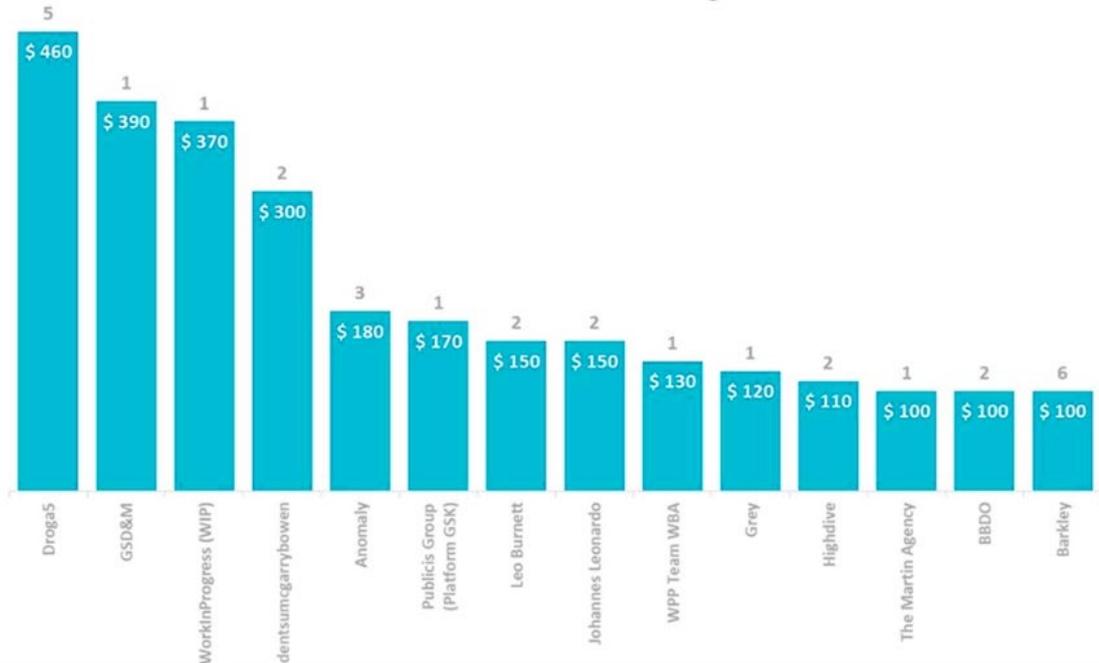
COMvergence released its 2020 Creative New Business Rankings with two of the top three spots going to agencies outside the big holding companies and the top four shops in the list taking in nearly half of the new business revenue tracked by the data research consultancy. There were just over 90 major U.S. creative assignments in 2020, down from 155 in 2019, according to COMvergence.

Droga5, which Accenture Interactive acquired in 2019, brought in \$460 million in new business revenue, with the majority coming from winning creative responsibilities for Airbnb, Allstate and Hershey brand Kit Kat. Omnicom agency GSD&M managed to come in the No. 2 spot on the strength of winning the \$390 million Capital One assignment early last year. Independent agency WorkInProgress trailed shortly behind thanks to Domino's delivering WIP its creative AOR duties near the end of the year in a move which ended the pizza delivery leader's 13-year relationship with CPB. COMvergence estimated the account at \$370 million in media spend.

Dentsumcgarrybowen was in the No. 4 spot on the strength of winning creative responsibilities for Hershey's flagship brand and Reese's, as well as retaining creative duties for American Express for a combined \$300 million in media spending.

Those top four agencies captured nearly half of the spending related to creative new business assignments measured by COMvergence. MDC Partners agency Anomaly rounded out the top five at \$180 million as a result of winning U.S. creative duties for the flagship Coca-Cola brand. Coca-Cola has since launched a global creative and media review across its brand roster near the end of last year.

14 most successful US creative agencies in 2020



Kansas City-based independent agency Barkley won more of the accounts measured by COMvergence than any other agency with six wins over the course of 2020, including ServiceMaster. Barkley also picked up creative responsibilities for Motel 6 after the chain dropped longtime agency The Richards Group and closed out the year by winning creative duties for four Post cereal brands.