



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 2022

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	8	Saatchi & Saatchi	Siemens Global, Churchill Insurance UK, TUC crackers Europe	3.0		3.0	3
2	-	Kolle Rebbe	SMART Europe, Barmer Germany, Deichmann Germany social	1.5		1.5	3
3	-	Spring Studios	TUMI luggage Global	1.0		1.0	1
4	11	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA	0.8		0.8	3
5	22	Grey Group	Müller Milch Germany, Edison SpA Italy, Fortinet, Inc Denmark	1.3	Barmer Germany	0.8	4
6	18	Wunderman Thompson	Movistar Spain	0.5		0.5	1
7	36	BBH	Wild UK Project	0.5		0.5	1
8	46	Wieden & Kennedy	Revolut UK	0.5		0.5	1
9	47	Neverland	What3words UK	0.5		0.5	1
10	52	Forever Beta	Peperami UK	0.5		0.5	1
11	53	Fred & Farid	Liebig, Erasco, Royco France	0.5		0.5	1
12	-	BBDO	Hole19 UK	0.5		0.5	1
13	-	Motel	Busuu UK	0.5		0.5	1
14	13	Accenture Interactive	Movistar Spain Digital	0.5		0.5	1
15	-	Antoni	Aldi Germany	0.5		0.5	1
16	3	M&C Saatchi Group	Transportation Client	0.2		0.2	1
						2022 (Jan):	8.5 25
						2021 (Jan):	17.5 33
						YoY Comparison:	-51.2% -24.2%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 2022

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	OMD	Stada healthcare EMEA, Atida EMEA Regional Digital, Levi's Global	6.6		6.6	13
2	6	Mindshare	Singapore Economic Development Board UK, Germany	3.2		3.2	12
3	13	Essence	Mars EMEA	2.5		2.5	1
4	5	Havas Media	Weleda D-A-CH	1.4		1.4	1
5	2	Wavemaker	Merlin Entertainments UK, Mettle UK	0.7		0.7	2
6	31	The7stars	Irr-Bru, AG Barr UK, Kao Brands UK	0.5		0.5	2
7	7	Initiative	Decentralized Administration of Attica Greece Project, Stad Antwerpen Belgium	0.6		0.4	5
8	-	VaynerMedia	Tinder Global	0.3		0.3	1
9	28	Electric Glue	Charlie Bigham's UK	0.2		0.2	1
10	8	PHD	Elisa Oyj Finland, Oleofarm Poland, PIK Russia	1.7	Weleda D-A-CH	0.1	10
11	57	Bountiful Cow	Busuu UK	0.3	Charlie Bigham's UK	0.1	1

2022 (Jan):	13.1	52
2021 (Jan):	14.8	72
YoY Comparison:	-11.3%	-27.8%

2022 Creative & Media (Jan):	21.6	77
2021 Creative & Media (Jan):	32.3	105
YoY Comparison:	-32.9%	-26.7%

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.