R3 WORLDWIDE

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	9	BBH	Wild Project	0.38		0.38	1
2	16	Neverland	What3words	0.38		0.38	1
3	20	Saatchi & Saatchi	Churchill Insurance	0.38		0.38	1
4	24	Forever Beta	Peperami	0.38		0.38	1
5	-	AMV BBDO	Hole19	0.38		0.38	1
6	-	Wieden & Kennedy	Revolut	0.38		0.38	1
7	-	Motel	Busuu	0.38		0.38	1
8	-	Spring Studios	TUMI luggage	0.31		0.31	1
9	3	M&C Saatchi Group	Transportation Client	0.15		0.15	1
						2022 (Jan): 2.4	9

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	6	Wavemaker	Merlin Entertainments, Mettle	0.55		0.55	2
2	22	The7Stars	Irn-Bru, AG Barr, Kao Brands	0.36		0.36	2
3	18	Electric Glue	Charlie Bigham's, Charlie Bigham's	0.15		0.15	1
4	2	Mindshare	Singapore Economic Development Board	0.08		0.08	1
5	44	Bountiful Cow	Busuu	0.19	Charlie Bigham's	0.04	1
				2022 (Jan):		0.7	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.