

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	-	MullenLowe Group	KFC US	15.0		15.0	1
2	3	VMLY&R	FMCG Client	9.0		9.0	3
3	24	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6
4	16	DDB	Orkin US	2.8		2.8	2
5	14	BBH	Pacaso US Project	2.0		2.0	1
6	-	Saatchi & Saatchi	Siemens Global	2.0		2.0	1
7	-	Joan Creative	S&P Global Global	1.0		1.0	1
8	-	Spring Studios	TUMI luggage Global	1.0		1.0	1
9	28	David	Wallbox US	0.5		0.5	1
10	41	Erich & Kallman	Dole fruit US	0.5		0.5	1
11	-	Terri & Sandy	Universal Nutrition US	0.5		0.5	1
12	-	Uncommon	Intl Olympic Committee Global	0.5		0.5	1
13	-	Goodby Silverstein	Idorsia US	0.5		0.5	1
					2022 (Jan)	26.8	23
					2021 (Jan)	61.5	40
					YoY Comparison:	-56.4%	-42.5%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jan 2022

1 34 Starcom McDonald's US 25.0 25.0 2 6 Spark Foundry KFC US 7.5 7.5 3 10 Havas Media Edgewell Personal Care US, Klama US 6.3 4 - Hearts & Science Reynolds US AOR 2.0 2.0 5 18 VaynerMedia Tinder Global 0.7 0.7 6 - Mindshare Singapore Economic Development Board US 0.2 0.2 7 - Zimmerman Yuengling beer US 0.2 0.2 2022 (Jan) 12.5 2022 (Jan) 6.5	TD No.of Wins	ESTIMATED OVERALL YTD REVENUE (USD \$m)	ESTIMATED YTD WIN REVENUE RECENT LOSSES (USD \$ m)	RECENT WINS	AGENCY	RANK LAST MONTH	RANK THIS MONTH
3 10 Havas Media Edgewell Personal Care US, Klarna US 6.3 6.3 6.3 6.3 6.3 6.3 6.3 6.3 6.3 6.3	1	25.0	25.0	McDonald's US	Starcom	34	1
### 10 Havas Media US ### 10 Havas Media US ### 1 Hearts & Science Reynolds US AOR ### 2.0	1	7.5	7.5	KFC US	Spark Foundry	6	2
5 18 VaynerMedia Tinder Global 0.7 0.7 6 - Mindshare Singapore Economic Development Board US 0.3 0.3 7 - Zimmerman Yuengling beer US 0.2 0.2 2022 (Jan) 12.3	2	6.3	6.3		Havas Media	10	3
6 - Mindshare Singapore Economic Development Board US 0.3 7 - Zimmerman Yuengling beer US 0.2 0.2 2022 (Jan) 2021 (Jan) 60.6	1	2.0	2.0	Reynolds US AOR	Hearts & Science	-	4
7 - Zimmerman Yuengling beer US 0.2 0.2 2022 (Jan) 22.3 2021 (Jan) 2021 (Jan) 60.6	1	0.7	0.7	Tinder Global	VaynerMedia	18	5
2022 (Jan) 12.3 2021 (Jan) 60.8	1	0.3	0.3		Mindshare	-	6
2021 (Jan) 60.8	1	0.2	0.2		Zimmerman	-	7
2021 (Jan) 60.8							
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2021 (Jan) 60.8							
2021 (Jan) 60.8							
2021 (Jan) 60.8	9	12.3	2022 (Jan)				
	17						
	-47.19	-79.7%					
	32	20.4	2004 Outside & Martin (to Bus				
	57						
_		121.9 -67.9%					

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 R0I.