



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	17	Havas Worldwide	Becton Dickinson UK Project, HAMBURG SUD UK Project, Seven IM UK Project	19.5		19.5	39
2	16	M&C Saatchi Group	BARCLAYS UK, SKY SHOWTIME UK, Storck Germany	4.8		4.8	22
3	4	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA, Migros Fachmarkt AG (MFM) Europe Project	3.7		3.7	5
4	1	Saatchi & Saatchi	Siemens Global, Churchill Insurance UK, TUC crackers Europe	3.0		3.0	3
5	2	Kolle Rebbe	MAN Trucks Germany, SMART Europe, Barmer Germany, Deichmann Germany social	2.0		2.0	4
6	7	BBH	Wild Natural UK, Leo Pharma Global, Engine Gin UK Project	1.7		1.7	4
7	5	Grey Group	Molkerei Müller Germany, Alois Müller GmbH Germany, Edison SpA Italy	2.0	Barmer Germany	1.5	8
8	6	Wunderman Thompson	Movistar Spain, Heinz Tomato Sauces Europe	1.5		1.5	2
9	56	MullenLowe Group	Booking.com UK, Toilet Board Coalition UK Project, Chocomel UK Project	1.2		1.2	6
10	3	Spring Studios	TUMI luggage Global	1.0		1.0	1
11	8	Wieden & Kennedy	Revolut UK, Miele Netherlands	1.0		1.0	2
12	13	Motel	Busuu UK, Fever-Tree UK	1.0		1.0	2
13	-	Truant	Pizza Express UK	1.0		1.0	1
14	12	BBDO	Hole19 UK	0.9		0.9	2
15	18	WPP	Migros Fachmarkt Switzerland	0.9		0.9	2
16	37	FCB	Gedeon Richter Portugal, British Library UK Digital	0.8		0.8	2
17	22	Australie.GAD	Corsair France	0.6		0.6	1
18	36	TBWA	Cointreau Global	1.0	Meta Portal Global	0.6	1
19	50	MBAstack	Smarty UK Marketing	0.6		0.6	1
20	-	The Gate	Smarty UK Creative and strategic	0.6		0.6	1
<b>2022 (Jan-Feb):</b>						<b>46.8</b>	<b>118</b>
<b>2021 (Jan-Feb):</b>						<b>46.2</b>	<b>99</b>
<b>YoY Comparison:</b>						<b>1.4%</b>	<b>19.2%</b>

## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Feb 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	7	Initiative	ONCE Spain, Hjärt & Lungfonden Sweden	4.6		4.1	13
3	4	Havas Media	Weleda D-A-CH, Bahlsen DACH, British Red Cross UK	4.1		4.1	10
4	2	Mindshare	Singapore Economic Development Board UK, Germany	3.2		3.2	12
5	3	Essence	Mars EMEA	2.5		2.5	1
6	18	Mediahub	Akzo Nobel Digital	1.0		1.0	1
7	5	Wavemaker	Merlin Entertainments UK, Mettle UK	0.7		0.7	2
8	6	The7stars	Irr-Bru, AG Barr UK, Kao Brands UK, Bensons For Beds UK	0.7		0.7	3
9	-	Hearts & Science	Virgin Voyages UK	0.5		0.5	1
10	8	VaynerMedia	Tinder Global	0.3		0.3	1
11	26	M/SIX	Smart Energy GB UK	0.3		0.3	1
12	9	Electric Glue	Charlie Bigham's UK	0.2		0.2	1
13	-	Bicycle	Mizkan Europe UK	0.2		0.2	1
14	-	The Kite Factory	Crisis UK	0.2		0.2	1
15	-	Universal McCann		0.0	Fitbit Ireland	-0.0	0
16	11	Bountiful Cow	Busuu UK	0.3	Mizkan Europe UK	-0.2	1
17	-	Carat		0.0	ComeON Denmark	-0.2	0
18	10	PHD	Elisa Oyj Finland, Oleofarm Poland, PIK Russia	1.7	Smart Energy GB UK	-0.2	10
19	-	Medialab		0.0	British Red Cross UK	-0.5	0
20	15	Mediaplus		0.0	Bahlsen DACH	-1.0	0

2022 (Jan-Feb):	17.2	80
2021 (Jan-Feb):	35.8	157
YoY Comparison:	-52.0%	-49.0%

2022 Creative & Media (Jan-Feb):	64.1	198
2021 Creative & Media (Jan-Feb):	82.0	256
YoY Comparison:	-21.9%	-22.7%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.