



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	32	Havas Worldwide	AEON Credit Service Hong Kong Project, AIR LIQUIDE France Project	29.9	Hefty, Reynolds US	25.4	64	
2	1	Ogilvy	SingTel Singapore B2B, Miao Run China, William Grant & Sons Singapore	29.4	Siemens Global	24.4	155	
3	3	DDB	Hefty, Reynolds Products US, Meta India, Hema Netherlands	24.3		24.2	40	
4	2	MullenLowe Group	KFC US, Booking.com UK, Fresh Step US Project	17.2		17.2	12	
5	10	M&C Saatchi Group	Pirelli Global, Shift Australia, BARCLAYS UK	16.6		16.6	61	
6	8	VMLY&R	Migros Fachmarktland (WFM) Europe Project, AstraZeneca (DTC Brand) UK	24.6	Singapore Tourism Board	15.4	43	
7	4	BBH	Leo Pharma Global, Wild Natural UK, Engine Gin UK Project	14.5		14.5	6	
8	12	Wunderman Thompson	Heinz Tomato Sauces Europe, Sun Pharmaceutical Industries Ltd India	14.4		14.4	67	
9	5	BBDO	Meta Portal Global, HCF Australia, Storytel Korea	10.8		10.8	30	
10	7	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
11	6	Saatchi & Saatchi	Siemens Global, TUC crackers Europe, Churchill Insurance UK	6.0	NIB Australia	5.4	3	
12	-	Highdive	Lay's US	5.0		5.0	1	
13	43	McCann WorldGroup	Fujifilm (Instax) China Project, RS Components China Project, WealthNavi Japan Project	3.1		3.1	10	
14	14	FCB	Domino's Pizza Malaysia, Gedeon Richter Portuga, Twizza South Africa	2.8		2.8	5	
15	31	WPP	Jacobs Douwe Egbert Peet's Global, Migros Fachmarkt Switzerland	2.5		2.5	1	
16	13	Grey Group	Milner GmbH Germany, Edison SpA Italy	2.9	Barmer Germany	2.4	14	
17	9	Spring Studios	TUMI luggage Global	2.0		2.0	1	
18	11	Kolle Rebbe	MAN Trucks Germany, SMART Europe, Barmer Germany, Deichmann Germany social	2.0		2.0	4	
19	142	Tombras	Steak-umm US	2.0		2.0	1	
20	17	Wondrlab	Faasos India Project, Cholayil Private Limited (Medimix) India, Tata Strive India	1.8		1.8	44	
						2022 (Jan-Feb):	196.2	629
						2021 (Jan-Feb):	229.1	601
						YoY Comparison:	-14.3%	4.7%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	2	Mindshare	Dyson China, Britannia India, Zegna China	29.8	Danamon Indonesia	28.5	39
2	90	Starcom	McDonald's US	25.0		23.7	1
3	6	Havas Media	Edgewell Personal Care US, Weleda D-A-CH, Klarna US	7.7		7.7	3
4	8	Spark Foundry	KFC US	7.5		7.5	1
5	7	PHD	Chanel China, Chanel Hong Kong Project, Paragon Indonesia Digital	6.2	Im-Bru, AG Barr UK	4.6	20
6	12	Essence	Mars EMEA	2.5		2.5	1
7	-	Hearts & Science	Reynolds US, Superloop Australia Project	2.2		2.2	3
8	9	Zenith	Singapore Tourism Board	1.5	Kao Brands UK	1.1	1
9	30	VaynerMedia	Tinder Global	1.0		1.0	1
10	-	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	1.0		1.0	1
11	51	Ryvalmedia	Bet365 Digital Australia, Live Nation Australia, New Era Australia	1.0		1.0	9
12	11	Initiative	Decentralized Administration of Attica Greece Project, Stad	1.2	Mettle UK	0.9	14
13	52	The7Stars	Im-Bru, AG Barr UK, Kao Brands UK	0.5		0.5	2
14	-	Touche	Lotto Quebec Canada Planning	0.3		0.3	1
15	46	Electric Glue	Charlie Bigham's UK	0.2		0.2	1
16	-	Zimmerman	Yuengling beer US	0.2		0.2	1
17	84	Bountiful Cow	Busuu UK	0.3	Charlie Bigham's UK	0.1	1
18	35	Media Kinnect	Turtlemint India	0.0		0.0	1
19	-	DRUM	ANZ New Zealand Projects, James Hardie New Zealand Projects	0.0		0.0	7

2022 (Jan-Feb):	110.5	275
2021 (Jan-Feb):	153.2	365
YoY Comparison:	-27.9%	-24.7%

2022 Creative & Media (Jan-Feb):	306.7	904
2021 Creative & Media (Jan-Feb):	382.2	966
YoY Comparison:	-19.8%	-6.4%

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.