R3 WORLDWIDE

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	10	Havas Worldwide	Becton Dickinson Project, HAMBURG SUD Project, Seven IM Project	6.11		6.11	16
2	9	M&C Saatchi Group	BARCLAYS, SKY SHOWTIME, COCA-COLA GB	2.40		2.40	13
3	1	BBH	Wild Natural, Engine Gin Project	0.99		0.99	3
4	7	Motel	Busuu, Fever-Tree	0.76		0.76	2
5	-	Truant	Pizza Express	0.76		0.76	1
6	44	MullenLowe Group	Booking.com, Toilet Board Coalition Project, Chocomel Project	0.48		0.48	5
7	-	The Gate	Smarty Creative and strategic	0.46		0.46	1
8	-	MBAstack	Smarty Marketing	0.46		0.46	1
9	2	Neverland	What3words	0.38		0.38	1
10	3	Saatchi & Saatchi	Churchill Insurance	0.38		0.38	1
11	4	Forever Beta	Peperami	0.38		0.38	1
12	5	AMV BBDO	Hole19	0.38		0.38	1
13	6	Wieden & Kennedy	Revolut	0.38		0.38	1
14	8	Spring Studios	TUMI luggage	0.31		0.31	1
15	19	FCB	British Library Digital AOR	0.23		0.23	1
					2022 (Jan-Feb):	12.1	49

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	Wavemaker	Merlin Entertainments, Mettle	0.55		0.55	2
2	2	The7Stars	Bensons For Beds, Irn-Bru, AG Barr, Kao Brands	0.55		0.55	3
3	-	Havas Media	British Red Cross	0.40		0.40	1
4	-	M/Six	Smart Energy GB	0.19		0.19	1
5	3	Electric Glue	Charlie Bigham's, Charlie Bigham's	0.15		0.15	1
6	-	Bicycle	Mizkan Europe	0.15		0.15	1
7	-	The Kite Factory	Crisis	0.11		0.11	1
8	4	Mindshare	Singapore Economic Development Board	0.08		0.08	1
9	5	Bountiful Cow	Busuu	0.19	Mizkan Europe	(0.11)	1
					2022 (Jan-Feb):	1.0	13

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.