



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	MullenLowe Group	KFC US, Fresh Step US Project	15.5		15.5	2
2	2	VMLY&R	AstraZeneca (DTC Brand) US	14.1		14.1	7
3	4	DDB	Orkin US, Hefty, Reynolds Products US	7.3		7.3	3
4	3	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6
5	-	Highdive	Lay's US	5.0		5.0	1
6	5	BBH	Pacaso US Project, Leo Pharma Global	3.6		3.6	2
7	24	M&C Saatchi Group	Pirelli Global, Red Bull North America, Coca-Cola Fifa North America	3.4		3.4	11
8	6	Saatchi & Saatchi	Siemens Global	2.0		2.0	1
9	81	Tombras	Steak-umm US	2.0		2.0	1
10	14	WPP	Jacobs Douwe Egbert Peet's Global	1.6		1.6	1
11	23	BBDO	Meta Portal Global	1.6		1.6	1
12	7	Joan Creative	S&P Global Global	1.0		1.0	1
13	8	Spring Studios	TUMI luggage Global	1.0		1.0	1
14	9	David	Wallbox US	0.5		0.5	1
15	10	Erich & Kallman	Dole fruit US	0.5		0.5	1
16	11	Terri & Sandy	Universal Nutrition US	0.5		0.5	1
17	12	Uncommon	Intl Olympic Committee Global	0.5		0.5	1
18	13	Goodby Silverstein	Idorsia US	0.5		0.5	1
19	22	Anomaly	Tanqueray Gin Global	0.5		0.5	1
20	-	Herezie	Costa Cruises Global	0.5		0.5	1

2022 (Jan-Feb)	49.2	54
2021 (Jan-Feb)	110.8	73
YoY Comparison:	-55.6%	-26.0%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Starcom	McDonald's US	25.0		25.0	1
2	6	Mindshare	Ferrero US, AirTable US, Singapore Economic Development Board US	16.8		16.8	3
3	14	Mediahub	Akzo Nobel Global ex CN Digital, Post Consumer Brands US, Topgolf Global	9.3	Pluto US	7.0	4
4	10	Horizon Media	BlueTriton Brands US, Pluto US	6.8		6.8	2
5	37	Universal McCann	Grubhub US	6.4		6.4	2
6	2	Spark Foundry	KFC US	7.5	Post Consumer Brands US	5.0	1
7	3	Havas Media	Edgewell Personal Care US, Klarna US	10.3	Grubhub US	3.6	4
8	13	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1
9	4	Hearts & Science	Reynolds US AOR	2.3		2.3	1
10	5	VaynerMedia	Tinder Global	0.7		0.7	1
11	16	Resolution	Virgin Voyages US	0.5		0.5	1
12	7	Zimmerman	Yuengling beer US	0.2		0.2	1
13	15	Initiative	IT Client	0.2		0.2	1

2022 (Jan-Feb)	39.8	24
2021 (Jan-Feb)	59.1	30
YoY Comparison:	-32.8%	-20.0%

2021 Creative & Media (Jan-Feb)	89.0	78
2020 Creative & Media (Jan-Feb)	169.9	103
YoY Comparison:	-47.6%	-24.3%

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.