

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	Havas Worldwide	City of London Corporation UK Project, Hertz UK	35.9	Scholl Global	34.5	80
2	30	VCCP	Virgin Media UK, Evri (ex Hermes delivery) UK	6.3		6.3	2
3	2	M&C Saatchi Group	BARCLAYS UK, SKY SHOWTIME UK, Storck Germany	4.8		4.8	22
4	9	MullenLowe Group	Aleve Global, Booking.com UK, Toilet Board Coalition UK Project, Chocomel UK Project	4.2		4.2	7
5	3	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA, Migros Fachmarkt AG (MFM) Europe Project	3.8		3.8	6
6	8	Wunderman Thompson	Essity brands Global ecommerce, Movistar Spain, Heinz Tomato Sauces Europe	3.6		3.6	3
7	34	Serviceplan	Weleda Global, Sarenza France	3.5		3.5	2
8	35	Isobar	Randstad N.V. Netherlands Project, Nordic Entertainment Group AB (publ) Netherlands Project	3.3		3.3	29
9	4	Saatchi & Saatchi	Siemens Global, Churchill Insurance UK, TUC crackers Europe	3.0		3.0	3
10	-	Karmarama	Honda UK	3.0	Guide Dogs UK UK	2.7	1
11	21	Neverland	What3words UK, Gala Bingo UK	2.5		2.5	2
12	5	Kolle Rebbe	MAN Trucks Germany, SMART Europe, Barmer Germany, Deichmann Germany social	2.0		2.0	4
13	7	Grey Group	GSK Italy Project, Hairclinic Group Denmark Project, Podimo Denmark Project	2.4	Barmer Germany	1.9	12
14	16	FCB	L'Occitane France Digital + Social, Crisis Revolution Switzerland	1.8		1.8	4
15	6	BBH	Wild Natural UK, Leo Pharma Global, Engine Gin UK Project	1.7		1.7	4
16	-	Ogilvy	Michelin Global CRM	3.5		1.5	1
17	-	Publicis Groupe	Powerade Global	1.5		1.5	1
18	46	Droga5	Hennessy NBA Global	1.4		1.4	2
19	-	Iris	Scholl Global	1.4		1.4	1
20	10	Spring Studios	TUMI luggage Global	1.0		1.0	1
2022 (Jan-Mar):						95.1	227
2021 (Jan-Mar):						86.0	189
YoY Comparison:						10.6%	20.1%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 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	-	Publicis Media	AB InBev US, Europe, LVMH UK, France	35.5		35.5	2
2	1	OMD	John Lewis & Partners Waitrose & Partners UK, City Gross Sweden, Valenta Pharm Russia	11.5		11.2	33
3	3	Havas Media	Matalan UK, Optic 2000 group France, Wethenew France, Spain, Switzerland, Belgium, Germany	7.2		7.1	15
4	-	Dentsu X	Kingfisher UK, MasMovil Ibercom Spain, Banco Santander Poland	6.6		6.6	12
5	2	Initiative	Lidl digital Romania, Avon Romania, FoodCare Poland	5.4		4.9	23
6	17	Carat	Banco Santander Spain, Banco Santander UK, Abanca Spain	3.6	ComeON Denmark	3.4	6
7	4	Mindshare	Singapore Economic Development Board UK, Germany	3.2		3.2	12
8	5	Essence	Mars EMEA	2.5		2.5	1
9	-	Deloitte Digital	LTK Global	1.4		1.4	1
10	6	Mediahub	Akzo Nobel Digital	1.0		1.0	1
11	8	The7stars	Ilva Saronno UK, Irn-Bru, AG Barr UK, Kao Brands UK, Bensons For Beds UK	1.0		1.0	4
12	23	MediaCom	Klarna Europe, Lunar Bank Sweden, Intermarche, Bricomarche Poland	4.5		1.0	22
13	18	PHD	Elisa Oyj Finland, Oleofarm Poland, PIK Russia	2.7	Smart Energy GB UK	0.6	23
14	9	Hearts & Science	Virgin Voyages UK	0.5		0.3	1
15	10	VaynerMedia	Tinder Global	0.3		0.3	1
16	11	M/SIX	Smart Energy GB UK	0.3		0.3	1
17	-	Love Sugar Science	River Island UK	0.3		0.3	1
18	-	MSix & Partners	Karo Pharma Europe	0.3		0.3	1
19	12	Electric Glue	Charlie Bigham's UK	0.2		0.2	1
20	13	Bicycle	Mizkan Europe UK	0.2		0.2	1

2022 (Jan-Mar):	52.8	176
2021 (Jan-Mar):	60.5	290
YoY Comparison:	-12.8%	-39.3%

2022 Creative & Media (Jan-Mar):	147.9	403
2021 Creative & Media (Jan-Mar):	146.5	479
YoY Comparison:	0.9%	-15.9%

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 ROI.