



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Agence Bio France, ANGELINI Italy Project, AXA France Project	50.9	Scholl Global	44.4	115	
2	2	Ogilvy	Michelin Global CRM, JD.com China, Huawei China	43.8	Siemens Global	38.8	207	
3	-	R/GA	LendLease APAC, Racetrac US, General Motors China	28.5		28.5	36	
4	3	DDB	Asian Alliance, Suree Interfoods, Meesho India	33.8	Virgin Media UK	27.8	69	
5	4	MullenLowe Group	Aleve Global, BuyersBuyers Australia, Austrade Global	28.2		23.2	15	
6	-	TBWA	Jack In The Box US	22.0		20.0	2	
7	6	VMLY&R	Scoot Singapore, Line Thailand Project, Palmolive (Colgate) (KV) Vietnam Project	28.0	Singapore Tourism Board	18.8	60	
8	5	M&C Saatchi Group	Pirelli Global, Shift Australia, BARCLAYS UK	16.6		16.6	61	
9	8	Wunderman Thompson	Essity brands Global ecommerce, Heinz Tomato Sauces Europe, Sun Pharmaceutical Industries Ltd India	17.4	Grosch Global	16.4	68	
10	7	BBH	Leo Pharma Global, Wild Natural UK, Engine Gin UK Project	14.5	Singtel APAC	14.5	6	
11	-	Dentsu	Watson's Personal Care Stores Taiwan, Honda Vietnam Project, Chowking Food Philippines	11.5		11.5	158	
12	16	Grey Group	Monster Energy China, General Motors China, TUMI US Project	8.0	Barmer Germany	7.5	24	
13	14	FCB	Twizza US, L'Occitane France Digital + Social, Crisis Revolution Switzerland	7.0		7.0	15	
14	57	VCCP	Virgin Media UK, Evri (ex Hermes delivery) UK	6.3		6.3	2	
15	10	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
16	11	Saatchi & Saatchi	Medecins Sans Frontieres Australia, Siemens Global, TUC crackers Europe, Churchill Insurance UK	6.5	NIB Australia	5.9	4	
17	12	Highdive	Lay's US	5.0		5.0	1	
18	58	Droga5	Hennessy NBA Global, Vestiaire Collective Europe, Aspen Skiing Company	5.0		5.0	5	
19	-	Publicis Groupe	Powerade Global	5.0		5.0	1	
20	-	Partners & Spade	Schick US	5.0		5.0	1	
						2022 (Jan-Mar):	362.2	1,115
						2021 (Jan-Mar):	403.4	1,098
						YoY Comparison:	-10.2%	1.5%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	29	Publicis Media	AB InBev US, Europe, LVMH UK, France	88.0		88.0	2	
2	1	Mindshare	Ferrero US, Yili China social media, AirTable US	52.7	Danamon Indonesia	51.4	67	
3	14	dentsu X	JCPenney US, Kingfisher UK	24.4		24.4	59	
4	3	Havas Media	Matalan UK, Urovant US, Optic 2000 group France	25.7	Farmacity Argentina	18.9	41	
5	2	Starcom	McDonald's US	25.0	Avon Romania	18.3	1	
6	-	MediaCom	Nature's Made US, MIRO US, Klarna Europe	23.4		15.7	65	
7	4	Mediahub	Post Consumer Brands US, Pacaso US	14.4		12.2	7	
8	10	PHD	Saic Roewe China, Elisa Oyj Finland, Despegar Latam	12.6	Mailchimp Australia	10.4	45	
9	6	Universal McCann	Wealth Navi Japan, Tourism promotions board philippines	9.1	Fitbit Ireland	7.7	13	
10	7	Initiative	ONCE Spain, Yas Island/Farah Experiences UAE, Hjart &	7.9	Carnival Corporation Australia	7.1	43	
11	5	Horizon Media	BlueTriton Brands US, Pluto US	6.8		6.8	2	
12	8	Zenith	Singapore Tourism Board, L'Oreal Singapore, Thailand, Malaysia	7.2	ONCE Spain	5.2	4	
13	-	Carat	Banco Santander Spain, UK, MGA Entertainment, Inc. Australia	6.5		3.6	49	
14	11	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1	
15	12	Essence	Mars EMEA	2.5		2.5	1	
16	32	Resolution Digital	Suncorp Australia Project, Carpet Call Australia Project, H&R Block	2.4		2.4	19	
17	13	Hearts & Science	Reynolds US, Superloop Australia Project	3.0	Betsson Norway	2.2	4	
18	-	Deloitte Digital	LTK Global	2.0		2.0	1	
19	16	Ryvalmedia	Shute Harbour Marina Australia, Australian Automobile Association,	1.6		1.6	21	
20	9	Spark Foundry	KFC US	7.5	MasMovil Ibercom Spain	1.3	1	
						2022 (Jan-Mar):	199.9	640
						2021 (Jan-Mar):	292.9	730
						YoY Comparison:	-31.8%	-12.3%
						2022 Creative & Media (Jan-Mar):	562.0	1,755
						2021 Creative & Media (Jan-Mar):	696.3	1,828
						YoY Comparison:	-19.3%	-4.0%

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.