



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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 Project, Department of the Environment, Hertz	8.24		8.24	23
2	16	VCCP	Virgin Media, Evri (ex Hermes delivery)	4.81		4.81	2
3	2	M&C Saatchi Group	BARCLAYS, SKY SHOWTIME, COCA-COLA GB	2.40		2.40	13
4	-	Karmarama	Honda	2.29	Guide Dogs UK	2.06	1
5	9	Neverland	What3words, Gala Bingo	1.91		1.91	2
6	3	BBH	Wild Natural, Engine Gin Project	0.99		0.99	3
7	4	Motel	Busuu, Fever-Tree	0.76		0.76	2
8	5	Truant	Pizza Express	0.76		0.76	1
9	7	The Gate	Smarty Creative and strategic	0.69		0.69	2
10	6	MullenLowe Group	Booking.com, Toilet Board Coalition Project, Chocomel Project	0.48		0.48	5
11	8	MBAstack	Smarty Marketing	0.46		0.46	1
12	10	Saatchi & Saatchi	Churchill Insurance	0.38		0.38	1
13	11	Forever Beta	Peperami	0.38		0.38	1
14	12	AMV BBDO	Hole19	0.38		0.38	1
15	13	Wieden & Kennedy	Revolut	0.38		0.38	1
16	35	Creature	Atom Bank	0.38		0.38	1
17	-	Crispin Porter Bogusky	Tinder	0.38		0.38	1
18	14	Spring Studios	TUMI luggage	0.31		0.31	1
19	15	FCB	British Library Digital AOR	0.23		0.23	1
20	-	MSQ The Gate	Guide Dogs UK	0.23		0.23	1
2022 (Jan-Mar):						19.9	65



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	-	dentsu X	Kingfisher, B&Q, Screwfix	2.74		2.74	2
2	-	OMD	John Lewis & Partners Waitrose & Partners	1.84	River Island	1.65	2
3	3	Havas Media	British Red Cross	1.51		1.51	2
4	-	Carat	Banco Santander	1.09		1.09	1
5	2	The7Stars	Bensons For Beds, Irn-Bru, AG Barr, Kao Brands	0.74		0.74	4
6	-	iProspect	Very Group	1.53	Matalan	0.44	1
7	-	Hearts & Science	Virgin Voyages	0.38		0.38	1
8	4	M/Six	Smart Energy GB	0.19		0.19	1
9	-	Love Sugar Science	River Island	0.19		0.19	1
10	5	Electric Glue	Charlie Bigham's, Charlie Bigham's	0.15		0.15	1
11	6	Bicycle	Mizkan Europe	0.15		0.15	1
12	7	The Kite Factory	Crisis	0.11		0.11	1
13	8	Mindshare	Singapore Economic Development Board	0.08		0.08	1
14	9	Bountiful Cow	Busuu	0.19	Mizkan Europe	(0.11)	1
15	10	Zenith		0.00	Kao Brands	(0.17)	0
16	11	Initiative		0.00	Mettle	(0.17)	1
17	12	PHD		0.00	Smart Energy GB	(0.38)	0
18	13	Medialab		0.00	British Red Cross	(0.40)	0
19	1	Wavemaker	Merlin Entertainments, Mettle	0.55	Kingfisher	(2.14)	2
<b>2022 (Jan-Mar):</b>						<b>6.1</b>	<b>23</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.