



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	24	R/GA	Racetrac US, Opendoor US, Fender US	22.4		22.4	23	
2	-	TBWA	Jack In The Box US	21.0		19.4	2	
3	1	MullenLowe Group	Aleve Global, KFC US, Fresh Step US Project	20.5	Schick US	15.5	3	
4	2	VMLY&R	AstraZeneca (DTC Brand) US	14.1		14.1	7	
5	3	DDB	Orkin US, Hefty, Reynolds Products US	7.3		7.3	3	
6	4	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
7	5	Highdive	Lay's US	5.0		5.0	1	
8	-	Partners & Spade	Schick US	5.0		5.0	1	
9	6	BBH	Pacaso US Project, Leo Pharma Global	3.6		3.6	2	
10	29	Droga5	Hennessy NBA Global, Aspen Skiing Company US, Instacart US	3.6		3.6	4	
11	-	Publicis Groupe	Powerade Global	3.5		3.5	1	
12	7	M&C Saatchi Group	Pirelli Global, Red Bull North America, Coca-Cola Fifa North America	3.4		3.4	11	
13	-	DNA	Pabst US	3.0		3.0	1	
14	-	Deloitte Digital	LTK Global	2.1		2.1	1	
15	-	Wheelhouse Labs	ASICS Global	2.1		2.1	1	
16	8	Saatchi & Saatchi	Siemens Global	2.0		2.0	1	
17	9	Tombras	Steak-umm US	2.0		2.0	1	
18	28	FCB	Twizza US, Food CPG brand US, Pharma brand US	2.0		2.0	4	
19	10	WPP	Jacobs Douwe Egbert Peet's Global	1.6		1.6	1	
20	22	Grey Group	TUMI US Project	1.3		1.3	3	
						2022 (Jan-Mar)	113.1	101
						2021 (Jan-Mar)	156.6	103
						YoY Comparison:	-27.8%	-1.9%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	14	Publicis Media	AB InBev US, Europe	52.5		52.5	1
2	1	Starcom	McDonald's US	25.0		25.0	1
3	2	Mindshare	Ferrero US, AirTable US, Singapore Economic Development Board US	16.8		16.8	3
4	27	Dentsu x	JCPenney US, Santander US	13.0		13.0	3
5	3	Mediahub	Post Consumer Brands US, Pacaso US	12.3	Pluto US	10.0	6
6	38	MediaCom	Nature's Made US, MIRO US	11.3		8.3	2
7	4	Horizon Media	BlueTriton Brands US, Pluto US	6.8		6.8	2
8	5	Universal McCann	Grubhub US, Eargo US	6.7		6.7	3
9	7	Havas Media	Urovant US, Guardent Health US, Lifescan US	12.0	Grubhub US	5.4	7
10	6	Spark Foundry	KFC US	7.5	Post Consumer Brands US	3.5	1
11	8	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1
12	9	Hearts & Science	Reynolds US AOR	2.3		2.3	1
13	10	VaynerMedia	Tinder Global	0.7		0.7	1
14	-	Deloitte Digital	LTK Global	0.6		0.6	1
15	11	Resolution	Virgin Voyages US	0.5		0.5	1
16	12	Zimmerman	Yuengling beer US	0.2		0.2	1
17	13	Initiative	IT Client	0.2		0.2	1

2022 (Jan-Mar)	67.9	38
2021 (Jan-Mar)	128.5	70
YoY Comparison:	-47.2%	-45.7%

2021 Creative & Media (Jan-Mar)	180.9	139
2020 Creative & Media (Jan-Mar)	285.0	173
YoY Comparison:	-36.5%	-19.7%

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.