



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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	ADIDAS UK, Baird UK Project, Lycée Français Charles de Gaulle UK Project	45.6	Scholl Global	44.2	110
2	5	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA, Migros Fachmarkt AG (MFM) Europe Project	6.9		6.9	11
3	2	VCCP	Virgin Media UK, Evri (ex Hermes delivery) UK	6.3		6.3	2
4	3	M&C Saatchi Group	Groupe E Switzerland Videos, digital. OkCupid Berlin, Manor Centers Switzerland Print, digital	6.0		6.0	32
5	4	MullenLowe Group	Aleve Global, Booking.com UK, Toilet Board Coalition UK Project, Chocomel UK Project	4.2		4.2	7
6	15	BBH	Barclaycard consumer UK, Wild Natural UK, Leo Pharma Global, Engine Gin UK Project	3.7		3.7	5
7	6	Wunderman Thompson	Essity brands Global ecommerce, Movistar Spain, Heinz Tomato Sauces Europe	3.6		3.6	3
8	7	Serviceplan	Weleda Global, Sarenza France	3.5		3.5	2
9	9	Saatchi & Saatchi	REWE Germany, Siemens Global, Churchill Insurance UK, TUC crackers Europe	3.5		3.5	4
10	8	Isobar	Randstad N.V. Netherlands Project, Nordic Entertainment Group AB (publ) Netherlands Project	3.3		3.3	29
11	10	Karmarama	Honda UK	3.0	Guide Dogs UK UK	2.7	1
12	11	Neverland	What3words UK, Gala Bingo UK	2.5		2.5	2
13	12	Kolle Rebbe	MAN Trucks Germany, SMART Europe, Barmer Germany, Deichmann Germany social	2.0		2.0	4
14	13	Grey Group	GSK Italy Project, Hairclinic Group Denmark Project, Podimo Denmark Project	2.4	Barmer Germany	1.9	12
15	14	FCB	L'Occitane France Digital + Social, Crisis Revolution Switzerland	1.8		1.8	4
16	-	McCann Worldgroup	Qatar Airways Global	1.6		1.6	1
17	16	Ogilvy	Michelin Global CRM	3.5		1.5	1
18	17	Publicis Groupe	Powerade Global	1.5		1.5	1
19	19	Iris	Scholl Global	1.4		1.4	1
20	20	Spring Studios	TUMI luggage Global	1.0		1.0	1
2022 (Jan-Apr):						115.8	296
2021 (Jan-Apr):						135.6	303
YoY Comparison:						-14.6%	-2.3%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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	Publicis Media	AB InBev US, Europe, LVMH UK, France	35.5		35.5	2
2	2	OMD	Saluega Italy, Getir Italy, John Lewis & Partners Waitrose & Partners UK	11.6	MSD Greece	11.3	35
3	3	Havas Media	Fundación La Caixa Spain, Yves Rocher France Digital, Red Bull Netherlands	9.7		9.6	33
4	4	Dentsu X	Kingfisher UK, MasMovil Ibercom Spain, Banco Santander Poland	6.6		6.6	12
5	5	Initiative	KAIZEN/STOIXIMAN Greece, MSD Greece, Lidl digital Romania	5.9		5.4	27
6	-	Assembly	Lenovo Global	4.0		4.0	1
7	7	Mindshare	Ceva Animal Health Germany, Singapore Economic Development Board UK, Germany	3.5		3.5	13
8	6	Carat	Banco Santander Spain, Banco Santander UK, Abanca Spain	3.6	ComeON Denmark	3.4	6
9	8	Essence	Mars EMEA, MPB EMEA	3.0		3.0	2
10	13	PHD	Liberty Insurance Spain, Pikolin SL Spain, OpCo2i France	3.7	Smart Energy GB UK	1.7	31
11	9	Deloitte Digital	LTK Global	1.4		1.4	1
12	11	The7stars	Cunard Cruises UK, Illva Saronno UK, Irr-Bru, AG Barr UK, Kao Brands UK	1.3		1.3	5
13	12	MediaCom	XXXLutz Sweden, Bundesamt für Energie Switzerland, Rogob Moldova	4.6		1.1	27
14	10	Mediahub	Akzo Nobel Digital	1.0		1.0	1
15	16	M/SIX	Smart Energy GB UK, Karo Pharma Europe	0.5		0.5	2
16	14	Hearts & Science	Virgin Voyages UK	0.5		0.3	1
17	15	VaynerMedia	Tinder Global	0.3		0.3	1
18	17	Love Sugar Science	River Island UK	0.3		0.3	1
19	-	Total Media	Abel & Cole UK	0.3		0.3	1
20	19	Electric Glue	Charlie Bigham's UK	0.2		0.2	1

2022 (Jan-Apr):	62.6	220
2021 (Jan-Apr):	102.7	363
YoY Comparison:	-39.0%	-39.4%

2022 Creative & Media (Jan-Apr):	178.4	516
2021 Creative & Media (Jan-Apr):	238.3	666
YoY Comparison:	-25.2%	-22.5%

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.