



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	62.9	Scholl Global	56.4	155	
2	2	Ogilvy	Chinese Basketball Association China, H&M China, Hisilicon China	47.3	Siemens Global	42.3	234	
3	7	VMLY&R	TCL China Project, Peranakan Museum Singapore Project, Ananda Development Thailand	48.9	Singapore Tourism Board	39.7	86	
4	4	DDB	Victoria & Albert Museum UK, Laithwaites UK, Ergo Germany	39.2	Virgin Media UK	31.2	94	
5	9	Wunderman Thompson	Kisna Jewellers (Hari Krishna Exports) India, Barbeque Nation India, Kyndryl India Project	31.6	Grolsch Global	30.6	134	
6	-	OKRP	Burger King US	29.0		29.0	1	
7	3	R/GA	XFL Pro Football US, LendLease APAC, Racetrac US, General Motors China	29.0		29.0	37	
8	8	M&C Saatchi Group	Woolworths Social Australia, Sun Life Insurance Indonesia Project	23.5		23.5	87	
9	5	MullenLowe Group	Aleve Global, BuyersBuyers Australia, Austrade Global	28.2		23.2	15	
10	6	TBWA	Jack In The Box US	22.0		20.0	2	
11	10	BBH	Barclaycard consumer UK, Leo Pharma Global, Wild Natural UK, Engine Gin UK Project	16.5	Singtel APAC	16.5	7	
12	11	Dentsu	JunLeBao Dairy Industry China, SAIC Mortor China, Amplifon France	14.8		14.8	164	
13	21	McCann WorldGroup	Qatar Airways Global, Xiao mi China Project, Ralph Lauren China Project	8.6		8.6	31	
14	12	Grey Group	Mondelez International China, Ooredoo Qatar, Warren Mexico Project	8.3	Barmer Germany	7.8	32	
15	13	FCB	Twizza US, L'Occitane France Digital + Social, Crisis Revolution Switzerland	6.5		6.5	14	
16	16	Saatchi & Saatchi	Medecins Sans Frontieres Australia, Siemens Global, TUC crackers Europe, Churchill Insurance UK	7.0	NIB Australia	6.4	5	
17	14	VCCP	Virgin Media UK, Evri (ex Hermes delivery) UK	6.3		6.3	2	
18	15	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
19	22	Isobar	KFC China, Standard Foods China Project, Mary Kay China	6.0		6.0	37	
20	17	Highdive	Lay's US	5.0		5.0	1	
						2022 (Jan-Apr):	444.0	1,419
						2021 (Jan-Apr):	585.1	1,547
						YoY Comparison:	-24.1%	-8.3%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	PepsiCo China, AB InBev US, Europe, LVMH UK, France	108.0		108.0	3	
2	8	PHD	Restaurant Brands International (RBI) US, Liberty Insurance Spain,	44.1	Mailchimp Australia	41.9	64	
3	2	Mindshare	Ferrero US, Xiao Xiniu China, Ceva Animal Health Germany	55.5	PepsiCo China	31.6	84	
4	4	Havas Media	Genesis China, Fundación La Caixa Spain, Loreal Argentina	33.3	Farmacity Argentina	26.3	69	
5	3	dentsu X	JCPenney US, Kingfisher UK	24.4		24.4	59	
6	11	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters)	21.3		21.3	4	
7	5	Starcom	McDonald's US	25.0	Ego Pharmaceuticals Australia	16.3	1	
8	7	Mediahub	Lyft US, Post Consumer Brands US, Pacaso US	15.0		12.8	8	
9	10	Initiative	DIDI FOOD LATAM, XP Investment Brazil, Taisho Phamaceutical	13.1	Carnival Corporation Australia	12.4	55	
10	-	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1	
11	-	Dentsu	Lenovo Global	5.0		3.8	1	
12	14	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1	
13	13	Carat	L'oreal Travel Retail China, Banco Santander Spain, UK, MGA	6.7	Bet365	3.0	50	
14	15	Essence	Mars EMEA, MPB EMEA	3.0		3.0	2	
15	9	Universal McCann	Wealth Navi Japan, Tourism promotions board philippines	9.1	Estee Lauder Companies US	2.7	13	
16	19	Ryvalmedia	Bet365, Brogan's Way Australia, Kulkote & SleepmakerMe Australia	2.7		2.7	26	
17	16	Resolution Digital	KCA Australia, Woolworths at Work Australia, Healthy Life Australia Project	2.4		2.4	25	
18	17	Hearts & Science	Oceania Healthcare New Zealand, Cascade New Zealand, Brolly	3.1	Betsson Norway	2.3	7	
19	-	Wavemaker	Meituan China, Epson - Printer China, Versace China	12.6	Cunard Cruises UK	2.0	38	
20	18	Deloitte Digital	LTK Global	2.0		2.0	1	
						2022 (Jan-Apr):	231.1	776
						2021 (Jan-Apr):	463.5	883
						YoY Comparison:	-50.1%	-12.1%
						2022 Creative & Media (Jan-Apr):	675.1	2,195
						2021 Creative & Media (Jan-Apr):	1,048.6	2,430
						YoY Comparison:	-35.6%	-9.7%

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.