



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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, Baird Project, Lycée Français Charles de Gaulle Project	10.31		10.31	32
2	2	VCCP	Virgin Media, Evri (ex Hermes delivery)	4.81		4.81	2
3	6	BBH	Barclaycard consumer, Wild Natural, Engine Gin Project	2.52		2.52	4
4	3	M&C Saatchi Group	BARCLAYS, SKY SHOWTIME, COCA-COLA GB	2.40		2.40	13
5	4	Karmarama	Honda	2.29	Guide Dogs UK	2.06	1
6	5	Neverland	What3words, Gala Bingo	1.91		1.91	2
7	7	Motel	Busuu, Fever-Tree	0.76		0.76	2
8	8	Truant	Pizza Express	0.76		0.76	1
9	43	Pablo	Dr Pepper	0.76		0.76	1
10	9	The Gate	Smarty Creative and strategic	0.69		0.69	2
11	10	MullenLowe Group	Booking.com, Toilet Board Coalition Project, Chocomel Project	0.48		0.48	5
12	11	MBASTack	Smarty Marketing	0.46		0.46	1
13	12	Saatchi & Saatchi	Churchill Insurance	0.38		0.38	1
14	13	Forever Beta	Peperami	0.38		0.38	1
15	14	AMV BBDO	Hole19	0.38		0.38	1
16	15	Wieden & Kennedy	Revolut	0.38		0.38	1
17	16	Creature	Atom Bank	0.38		0.38	1
18	17	Crispin Porter Bogusky	Tinder	0.38		0.38	1
19	22	Mother	Lumo Travel	0.38		0.38	1
20	64	The & Partnership	Skittles	0.38		0.38	1
2022 (Jan-Apr):						25.0	83



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	dentsu X	Kingfisher, B&Q, Screwfix	2.74		2.74	2
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	4	Carat	Banco Santander	1.09		1.09	1
5	5	The7Stars	Cunard Cruises, Bensons For Beds, Irn-Bru, AG Barr, Kao Brands	1.01		1.01	5
6	6	iProspect	Very Group	1.53	Matalan	0.44	1
7	7	Hearts & Science	Virgin Voyages	0.38		0.38	1
8	8	M/Six	Smart Energy GB	0.19		0.19	1
9	9	Love Sugar Science	River Island	0.19		0.19	1
10	-	Total Media	Abel & Cole	0.19		0.19	1
11	10	Electric Glue	Charlie Bigham's, Charlie Bigham's	0.15		0.15	1
12	11	Bicycle	Mizkan Europe	0.15		0.15	1
13	12	The Kite Factory	Crisis	0.11		0.11	1
14	14	Bountiful Cow	Busuu, Califia Farms	0.38	Mizkan Europe	0.08	2
15	13	Mindshare	Singapore Economic Development Board	0.08		0.08	1
16	15	Zenith		0.00	Kao Brands	(0.17)	0
17	16	Initiative		0.00	Mettle	(0.17)	1
18	17	PHD		0.00	Smart Energy GB	(0.38)	0
19	18	Medialab		0.00	British Red Cross	(0.40)	0
20	19	Wavemaker	Merlin Entertainments, Mettle	0.55	Cunard Cruises	(2.41)	2
<b>2022 (Jan-Apr):</b>						<b>6.4</b>	<b>26</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.