



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	-	OKRP	Burger King US	29.0		29.0	1	
2	1	R/GA	XFL Pro Football US, Racetrac US, Opendoor US, Fender US	22.9		22.9	24	
3	2	TBWA	Jack In The Box US	21.0		19.4	2	
4	3	MullenLowe Group	Aleve Global, KFC US, Fresh Step US Project	20.5	Schick US	15.5	3	
5	4	VMLY&R	AstraZeneca (DTC Brand) US	14.1		14.1	7	
6	5	DDB	Arnold, Oroweat, Brownberry US, Orkin US, Hefty, Reynolds Products US	7.8		7.8	4	
7	6	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
8	7	Highdive	Lay's US	5.0		5.0	1	
9	8	Partners & Spade	Schick US	5.0		5.0	1	
10	36	Code and Theory	Lenovo US, Thomson Reuters rebrand US, EY US	4.0		4.0	8	
11	12	M&C Saatchi Group	Coca-Cola Sustainability US Project, NOBULL US, Anheuser Busch US Project	3.8		3.8	14	
12	9	BBH	Pacaso US Project, Leo Pharma Global	3.6		3.6	2	
13	10	Droga5	Hennessy NBA Global, Aspen Skiing Company US, Instacart US	3.6		3.6	4	
14	11	Publicis Groupe	Powerade Global	3.5		3.5	1	
15	13	DNA	Pabst US	3.0		3.0	1	
16	14	Deloitte Digital	LTK Global	2.1		2.1	1	
17	15	Wheelhouse Labs	ASICS Global	2.1		2.1	1	
18	16	Saatchi & Saatchi	Siemens Global	2.0		2.0	1	
19	17	Tombras	Steak-umm US	2.0		2.0	1	
20	54	Vaynermedia	Lands' End US	2.0		2.0	1	
						2022 (Jan-Apr)	125.8	130
						2021 (Jan-Apr)	263.4	177
						YoY Comparison:	-52.2%	-26.6%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	52.5		52.5	1
2	21	PHD	Restaurant Brands International (RBI) US	27.5		27.5	1
3	2	Starcom	McDonald's US	25.0		25.0	1
4	7	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters) US, BlueTriton Brands US, Pluto US	21.3		21.3	4
5	3	Mindshare	Ferrero US, AirTable US, Singapore Economic Development Board US	16.8	BlueTriton (ex Nestle Waters) US	14.3	3
6	4	Dentsu x	JCPenney US, Santander US	13.0		13.0	3
7	5	Mediahub	Lyft US, Post Consumer Brands US, Pacaso US	12.9	Pluto US	10.6	7
8	9	Havas Media	Urovant US, Guardent Health US, Lifescan US	12.0	Grubhub US	5.4	7
9	-	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1
10	11	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1
11	10	Spark Foundry	KFC US	7.5	Lenovo Global	2.5	1
12	12	Hearts & Science	Reynolds US AOR	2.3		2.3	1
13	8	Universal McCann	Grubhub US, Eargo US	6.7	Estee Lauder Companies US	1.7	3
14	-	Harmelin	US Cellular US	1.0		1.0	1
15	-	Ovative	US Cellular US	1.0		1.0	1
16	14	Deloitte Digital	LTK Global	0.6		0.6	1
17	15	Resolution	Virgin Voyages US	0.5		0.5	1
18	16	Zimmerman	Yuengling beer US	0.2		0.2	1
19	17	Initiative	IT Client	0.2		0.2	1
20	13	VaynerMedia	Tinder Global	0.7	Lyft US	0.1	1

2022 (Jan-Apr)	69.9	46
2021 (Jan-Apr)	201.8	89
YoY Comparison:	-65.4%	-48.3%

2021 Creative & Media (Jan-Apr)	195.7	176
2020 Creative & Media (Jan-Apr)	465.2	266
YoY Comparison:	-57.9%	-33.8%

### 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 Apr keting ROI.