



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	21Shares UK, LANCASTER UNIVERSITY UK Project, AFALULA France Project	49.2	Scholl Global	47.8	122
2	3	VCCP	Old El Paso Global, Sage, Dogs Trust Global	9.0		8.5	8
3	4	M&C Saatchi Group	Porsche Design Germany Project, Groupe E Switzerland Videos, digital. OkCupid Berlin, Manor Centers Switzerland Print, digital	8.0		8.0	36
4	2	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA, Migros Fachmarkt AG (MFM) Europe Project	7.9		7.9	12
5	8	Serviceplan	Chupa Chups Global, BMW Motorcycles France	4.8		4.8	4
6	9	Saatchi & Saatchi	MediaMarkt Europe, REWE Germany, Siemens Global, Churchill Insurance UK, TUC crackers Europe	4.5		4.5	5
7	35	R/GA	Infineon Germany, YouTube UK, E.ON One Germany	4.2		4.2	5
8	6	BBH	Tesco Ireland, Barclaycard consumer UK, Wild Natural UK, Leo Pharma Global	4.2		4.2	6
9	5	MullenLowe Group	Aleve Global, Booking.com UK, Toilet Board Coalition UK Project, Chocomel UK Project	4.2		4.2	7
10	-	DDB	C&A Europe, Deutsche Telecom, World Vision Germany	10.5		4.0	7
11	10	Isobar	Randstad N.V. Netherlands Project, Nordic Entertainment Group AB (publ) Netherlands Project	3.3		3.3	29
12	12	Neverland	Giffgaff UK, What3words UK, Gala Bingo UK	3.0		3.0	3
13	7	Wunderman Thompson	Royal Horticultural Society UK, Charge Now Germany, The Macallan, Famous Grouse Global CRM	4.9	BT, EE UK CRM	2.9	6
14	11	Karmarama	Honda UK	3.0	Guide Dogs UK UK	2.2	1
15	16	McCann Worldgroup	Interflora Europe, Qatar Airways Global	2.1		2.1	2
16	13	Kolle Rebbe	MAN Trucks Germany, SMART Europe, Barmer Germany, Deichmann Germany social	2.0		2.0	4
17	150	Digitas	BT, EE UK CRM	2.0		2.0	1
18	14	Grey Group	Mediahuis Europe, Gürzenich-Orchester Köln Europe Project	2.5	Barmer Germany	2.0	14
19	15	FCB	L'Occitane France Digital + Social, Crisis Revolution Switzerland	1.8		1.8	4
20	17	Ogilvy	Michelin Global CRM	3.5		1.5	1
2022 (Jan-May):						147.4	348
2021 (Jan-May):						198.6	412
YoY Comparison:						-25.8%	-15.5%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / May 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	Ritter Sport Chocolate Germany, Diputación Valenciana Spain, PPG Deco Poland	11.0		10.9	40	
4	4	Dentsu X	Kingfisher UK, MasMovil Ibercom Spain, Banco Santander Poland	6.6		6.6	12	
5	13	MediaCom	Danone France, Danone, Alpro, YoPro, Danet, Activia + others Spain	10.0		6.5	33	
6	5	Initiative	KAIZEN/STOIXIMAN Greece, MSD Greece, Lidl digital Romania	5.9		5.4	27	
7	6	Assembly	Lenovo Global	4.0		4.0	1	
8	7	Mindshare	Ceva Animal Health Germany, Singapore Economic Development Board UK, Germany	3.5		3.5	13	
9	8	Carat	Banco Santander Spain, Banco Santander UK, Abanca Spain	3.6	ComeON Denmark	3.4	6	
10	9	Essence	Mars EMEA, MPB EMEA	3.0		3.0	2	
11	30	Wavemaker	Amazon Audible Global, Merlin Entertainments UK, Mettle UK	6.5	Kingfisher UK	2.2	6	
12	10	PHD	Liberty Insurance Spain, Pikolin SL Spain, OpCo2i France	3.7	Smart Energy GB UK	1.7	31	
13	11	Deloitte Digital	LTK Global	1.4		1.4	1	
14	12	The7stars	Cunard Cruises UK, Ilva Saronno UK, Irr-Bru, AG Barr UK, Kao Brands UK	1.3		1.3	5	
15	14	Mediahub	Akzo Nobel Digital	1.0		1.0	1	
16	15	M/SIX	Smart Energy GB UK, Karo Pharma Europe	0.5		0.5	2	
17	16	Hearts & Science	Virgin Voyages UK	0.5		0.3	1	
18	17	VaynerMedia	Tinder Global	0.3		0.3	1	
19	18	Love Sugar Science	River Island UK	0.3		0.3	1	
20	19	Total Media	Abel & Cole UK	0.3		0.3	1	
						2022 (Jan-May):	74.5	235
						2021 (Jan-May):	113.6	440
						YoY Comparison:	-34.4%	-46.6%
						2022 Creative & Media (Jan-May):	221.9	583
						2021 Creative & Media (Jan-May):	312.2	852
						YoY Comparison:	-28.9%	-31.6%

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.