



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Randstad, Monster Global, 21Shares UK, AFALULA France Project	69.0	Scholl Global	62.5	173	
2	3	VMLY&R	Campari Group US, Thai Oil Thailand Project, Baby Love Thailand Project	58.9	Singapore Tourism Board	58.9	104	
3	2	Ogilvy	Audi US, Aureus Academy Singapore, China Energy Engineering Corp China	56.9	Siemens Global	51.8	269	
4	7	R/GA	Metaverse US, Fender US	39.6		39.6	54	
5	4	DDB	C&A Europe, Deutsche Telecom, World Vision Germany	48.1	Virgin Media UK	39.1	107	
6	5	Wunderman Thompson	Kisna Jewellers (Hari Krishna Exports) India, Barbeque Nation India, Kyndryl India Project	34.4	Grolsch Global	31.4	146	
7	6	OKRP	Burger King US	29.0		29.0	1	
8	8	M&C Saatchi Group	Hajdu Cheese Middle East, Jimmy Brings Australia Project, AUIB Iraq	28.0		28.0	95	
9	9	MullenLowe Group	Aleve Global, BuyersBuyers Australia, Austrade Global	28.2		23.2	15	
10	11	BBH	Tesco Ireland, Barclaycard consumer UK, Leo Pharma Global, Wild Natural UK, Engine Gin UK Project	17.0	Singtel APAC	17.0	8	
11	12	Dentsu	JunLeBao Dairy Industry China, SAIC Mortor China, Amplifon France	14.8		14.8	164	
12	13	McCann WorldGroup	NesCafe China Project, Interflora Europe, China Duty Free China Project	13.9		13.9	46	
13	25	Droga5	Levi's Global, Paddy Power UK	13.5		11.5	7	
14	10	TBWA	Jack In The Box US	22.0		10.2	2	
15	17	VCCP	Old El Paso Global UK, Sage UK, Dogs Trust Global UK	9.0	Paddy Power UK	8.5	8	
16	14	Grey Group	Moderna Inc. Canada, Arrawanna China Project, Mediahuis Europe	8.6	Barmer Germany	8.1	41	
17	16	Saatchi & Saatchi	MediaMarkt Europe, Medecins Sans Frontieres Australia, Siemens Global, TUC crackers Europe	8.0	NIB Australia	7.4	6	
18	15	FCB	Twizza US, L'Occitane France Digital + Social, Crisis Revolution Switzerland	6.5		6.5	14	
19	18	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
20	24	Serviceplan	Chupa Chups Global, BMW Motorcycles France	6.0		6.0	4	
						2022 (Jan-May):	534.8	1,655
						2021 (Jan-May):	785.4	1,910
						YoY Comparison:	-31.9%	-13.4%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	PepsiCo China, AB InBev US, Europe, LVMH UK, France	88.0		88.0	2	
2	2	PHD	Restaurant Brands International (RBI) US, Liberty Insurance Spain,	44.1	Mailchimp Australia	41.8	64	
3	19	Wavemaker	Amazon Audible Global, Danone APAC 9 Markets, Danone brands	48.8	Cunard Cruises UK	37.9	49	
4	3	Mindshare	China Sports Lottery Planning, NIIT india, Credaventure India	59.9	PepsiCo China	35.4	112	
5	4	Havas Media	Noah China, IFFCO-Tokio India, Fifco Costa Rica	36.2	Farmacy Argentina	29.2	83	
6	5	dentsu X	JCPenney US, Kingfisher UK	24.4		24.4	59	
7	7	Starcom	McDonald's US	25.0	Philippine National Bank Philippines	21.4	1	
8	6	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters)	21.3		21.3	4	
9	8	Mediahub	Lyft US, Post Consumer Brands US, Pacaso US	16.9		14.7	8	
10	-	Zenith	PepsiCo China, Lipton, Pukka Herbs Australia, The Macallan Australia	28.0	ONCE Spain	14.0	7	
11	14	Essence	Bombay Shaving Company India, Plum India, Rebel Foods India	13.1		13.1	7	
12	9	Initiative	DIDI FOOD LATAM, XP Investment Brazil, Taisho Pharmaceutical	13.1	Carnival Corporation Australia	12.4	55	
13	10	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1	
14	-	Dentsu Red Star	Heineken Group US	4.0		4.0	1	
15	11	Dentsu	Lenovo Global	5.0		3.8	1	
16	15	Universal McCann	Upwork US, Wealth Navi Japan, Tourism promotions board	10.1	Estee Lauder Companies US	3.7	14	
17	12	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1	
18	16	Ryvalmedia	New Anthem Projects Australia, RokkShop Australia, Next Smile	2.9		2.9	30	
19	13	Carat	L'oreal Travel Retail China, Banco Santander Spain, UK, MGA	6.7	Oppo Philippines	2.8	50	
20	17	Resolution Digital	KCA Australia, Woolworths at Work Australia, Healthy Life Australia	2.4		2.4	25	
						2022 (Jan-May):	302.3	888
						2021 (Jan-May):	616.9	1,031
						YoY Comparison:	-41.5%	-13.9%
						2022 Creative & Media (Jan-May):	837.1	2,543
						2021 Creative & Media (Jan-May):	1,302.3	2,941
						YoY Comparison:	-35.7%	-13.5%

### 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](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.