



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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, LANCASTER UNIVERSITY Project, ADIDAS, Baird Project	10.76		10.76	34
2	2	VCCP	Old El Paso Global, Sage, Dogs Trust Global	6.86	Paddy Power	6.49	8
3	4	M&C Saatchi Group	BARCLAYS, SKY SHOWTIME, COCA-COLA GB	2.78		2.78	17
4	30	R/GA	YouTube	2.67		2.67	2
5	3	BBH	Barclaycard consumer, Wild Natural, Engine Gin Project	2.52		2.52	4
6	6	Neverland	Giffgaff, What3words, Gala Bingo	2.29		2.29	3
7	5	Karmarama	Honda	2.29	Nando's	1.69	1
8	-	Digitas	BT, EE CRM	1.53		1.53	1
9	9	Pablo	Dr Pepper	1.15		1.15	2
10	7	Motel	Busuu, Fever-Tree	0.76		0.76	2
11	8	Truant	Pizza Express	0.76		0.76	1
12	28	New Commercial Arts	Paramount+, Nando's	0.76		0.76	2
13	10	The Gate	Smarty Creative and strategic	0.69		0.69	2
14	11	MullenLowe Group	Booking.com, Toilet Board Coalition Project, Chocomel Project	0.48		0.48	5
15	27	Lucky Generals	Labour Party	0.84		0.46	2
16	12	MBAstack	Smarty Marketing	0.46		0.46	1
17	13	Saatchi & Saatchi	Churchill Insurance	0.38		0.38	1
18	14	Forever Beta	Peperami	0.38		0.38	1
19	15	AMV BBDO	Hole19	0.38		0.38	1
20	16	Wieden & Kennedy	Revolut	0.38		0.38	1
2022 (Jan-May):						32.9	108



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	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	Vivid Goliath, British Red Cross	1.58		1.58	3
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	10	Total Media	Abel & Cole	0.19		0.19	1
11	11	Electric Glue	Charlie Bigham's, Charlie Bigham's	0.15		0.15	1
12	12	Bicycle	Mizkan Europe	0.15		0.15	1
13	13	The Kite Factory	Crisis	0.11		0.11	1
14	14	Bountiful Cow	Busuu, Califia Farms	0.38	Mizkan Europe	0.08	2
15	15	Mindshare	Singapore Economic Development Board	0.08		0.08	1
16	16	Zenith		0.00	Kao Brands	(0.17)	0
17	17	Initiative		0.00	Mettle	(0.17)	1
18	18	PHD		0.00	Smart Energy GB	(0.38)	0
19	19	Medialab		0.00	British Red Cross	(0.40)	0
20	20	Wavemaker	Merlin Entertainments, Mettle	0.74	Cunard Cruises	(2.22)	2
2022 (Jan-May):						6.7	27

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.