



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	OKRP	Burger King US	29.0		29.0	1
2	2	R/GA	Metaverse US, Fender US	26.5		26.5	27
3	5	VMLY&R	AstraZeneca (DTC Brand) US, Campari Group US	21.0		21.0	10
4	3	TBWA	Jack In The Box US	21.0	Blue Diamond Growers US	18.8	2
5	4	MullenLowe Group	Aleve Global, KFC US, Fresh Step US Project	20.5	Schick US	15.5	3
6	13	Droga5	Levi's Global, Hennessy NBA Global, Aspen Skiing Company US, Instacart US	10.0		10.0	5
7	6	DDB	Arnold, Oroweat, Brownberry US, Orkin US, Hefty, Reynolds Products US	7.8		7.8	4
8	7	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6
9	8	Highdive	Lay's US	5.0		5.0	1
10	9	Partners & Spade	Schick US	5.0		5.0	1
11	-	Ogilvy	Audi US	6.5		4.5	2
12	10	Code and Theory	Lenovo US, Thomson Reuters rebrand US, EY US	4.0		4.0	8
13	11	M&C Saatchi Group	Coca-Cola Sustainability US Project, NOBULL US, Anheuser Busch US Project	3.9		3.9	15
14	44	Huge	Cisco US Project, BlueVine US Project, Nike US Project	3.6		3.6	5
15	12	BBH	Pacaso US Project, Leo Pharma Global	3.6		3.6	2
16	14	Publicis Groupe	Powerade Global	3.5		3.5	1
17	15	DNA	Pabst US	3.0		3.0	1
18	16	Deloitte Digital	LTK Global	2.1		2.1	1
19	17	Wheelhouse Labs	ASICS Global	2.1		2.1	1
20	18	Saatchi & Saatchi	Siemens Global	2.0		2.0	1
2022 (Jan-May)						156.9	153
2021 (Jan-May)						328.8	210
YoY Comparison:						-52.3%	-27.1%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	52.5		52.5	1
2	2	PHD	Restaurant Brands International (RBI) US	27.5		27.5	1
3	3	Starcom	McDonald's US	25.0		25.0	1
4	4	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters) US, BlueTriton Brands US, Pluto US	21.3		21.3	4
5	21	Wavemaker	Amazon Audible Global, Garrard Global	18.0		18.0	2
6	5	Mindshare	Ferrero US, AirTable US, Singapore Economic Development Board US	16.8	BlueTriton (ex Nestle Waters) US	14.3	3
7	6	Dentsu x	JCPenney US, Santander US	13.0		13.0	3
8	7	Mediahub	Lyft US, Post Consumer Brands US, Pacaso US	14.8	Pluto US	12.5	7
9	8	Havas Media	Urovant US, Guardent Health US, Lifescan US	12.0	Grubhub US	5.4	7
10	9	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1
11	-	Dentsu Red Star	Heineken Group US	4.0		4.0	1
12	10	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1
13	13	Universal McCann	Grubhub US, Eargo US, Upwork US	7.7	Estee Lauder Companies US	2.7	4
14	11	Spark Foundry	KFC US	7.5	Lenovo Global	2.5	1
15	12	Hearts & Science	Reynolds US AOR	2.3		2.3	1
16	14	Harmelin	US Cellular US, American Auto Center US	1.3		1.3	2
17	15	Ovative	US Cellular US	1.0		1.0	1
18	16	Deloitte Digital	LTK Global	0.6		0.6	1
19	17	Resolution	Virgin Voyages US	0.5		0.5	1
20	18	Zimmerman	Yuengling beer US	0.2		0.2	1

2022 (Jan-May)	93.1	51
2021 (Jan-May)	216.1	99
YoY Comparison:	-56.9%	-48.5%

2021 Creative & Media (Jan-May)	250.0	204
2020 Creative & Media (Jan-May)	544.9	309
YoY Comparison:	-54.1%	-34.0%

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 Apr keting ROI.