



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jun 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	ABBOTT Italy Project, AMAZON FRESH Spain Project	63.7	Scholl Global	62.3	151
2	2	VCCP	Old El Paso Global, Sage, Dogs Trust Global	9.0		8.5	8
3	3	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	4	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA, Migros Fachmarkt AG (MFM) Europe Project	8.0		8.0	13
5	-	Publicis.Sapient	Cadillac Europe Project, GSK UK Project, Philip Morris UK Project	7.8		7.8	26
6	6	Saatchi & Saatchi	Promod France, Subway UK, Allianz Italy	6.2		6.2	10
7	25	Iris	Dreams UK, Helly Hansen Global	5.4		5.4	3
8	10	Adam&Eve	STARZPLAY Global, Deutsche Telecom, Crisis UK Project	5.0		5.0	6
9	5	Serviceplan	Chupa Chups Global, BMW Motorcycles France	4.8		4.8	4
10	9	MullenLowe Group	Pages Jaunes France, Aleve Global, Booking.com UK, Toilet Board Coalition UK Project	4.7		4.7	8
11	8	BBH	Panini Internazionale Sweden, Tesco Ireland, Barclaycard consumer UK, Wild Natural UK	4.5		4.5	7
12	7	R/GA	Infineon Germany, YouTube UK, E.ON One Germany	4.2		4.2	5
13	17	Digitas	BT, EE UK CRM	3.8		3.8	7
17	-	MSQ	Shell Global CRM	3.3		3.3	2
14	11	Isobar	Randstad N.V. Netherlands Project, Nordic Entertainment Group AB (publ) Netherlands Project	3.3		3.3	29
15	12	Neverland	Giffgaff UK, What3words UK, Gala Bingo UK	3.0		3.0	3
16	76	Fold7	Carlsberg Europe	3.0		3.0	1
18	13	Wunderman Thompson	Royal Horticultural Society UK, Charge Now Germany, The Macallan, Famous Grouse Global CRM	4.9	BT, EE UK CRM	2.9	6
19	28	Wieden & Kennedy	Revolut UK, Miele Netherlands, Hotels.com Global	2.5		2.5	3
20	14	Karmarama	Honda UK	3.0	Guide Dogs UK UK	2.2	1
2022 (Jan-Jun):						187.6	440
2021 (Jan-Jun):						238.7	531
YoY Comparison:						-21.4%	-17.1%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jun 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	36.8		36.8	7	
2	9	Carat	Procter & Gamble Italy, Beiersdorf Germany, Ergo Germany	31.8	ComeON Denmark	31.6	17	
3	2	OMD	Saluega Italy, Getir Italy, John Lewis & Partners Waitrose & Partners UK	15.6	MSD Greece	15.3	46	
4	3	Havas Media	Europcar France & Germany, Correos Spain TV, Pescanova Italy, Portugal, France, Greece	12.5		12.5	45	
5	4	Dentsu X	CK Hutchison Holdings (Wind3) Italy, SATS Nordics, Hero	9.6		9.6	18	
6	11	Wavemaker	Amazon Audible Global, Merlin Entertainments UK, Mettle UK	10.7	Kingfisher UK	6.4	19	
7	6	Initiative	Hello Fresh UK, Ireland, MIELE Greece, Merck Romania Project	7.0		6.4	30	
8	5	MediaCom	Danone France, Danone, Alpro, YoPro, Danet, Activia + others Spain	11.0	UniCredit Group EMEA	5.6	39	
9	7	Assembly	Lenovo Global	4.0		4.0	1	
10	8	Mindshare	Ceva Animal Health Germany, Singapore Economic Development Board UK, Germany	3.5		3.5	13	
11	10	Essence	Mars EMEA, MPB EMEA	3.0		3.0	2	
12	12	PHD	Liberty Insurance Spain, Pikolin SL Spain, OpCo2i France	4.0	Smart Energy GB UK	1.9	34	
13	13	Deloitte Digital	LTK Global	1.4		1.4	1	
14	14	The7stars	Cunard Cruises UK, Illva Saronno UK, Irr-Bru, AG Barr UK, Kao Brands UK	1.3		1.3	5	
15	15	Mediahub	Akzo Nobel Digital	1.0		1.0	1	
16	28	Starcom	Vinted Sweden, SSF Stödskidsföräningarna Sweden	2.3		0.9	4	
17	-	Performics	Feu Vert Portugal, MTBIKER Slovakia, Foreo Inc. Spain	0.8		0.8	3	
18	30	Zenith	Piaggio Group Europe, Coffee Island Greece, FIFA UK Project	2.5		0.5	5	
19	16	M/SIX	Smart Energy GB UK, Karo Pharma Europe	0.5		0.5	2	
20	26	Mediaplus	Hansgrohe Germany	1.5	Bahlsen DACH	0.5	3	
						2022 (Jan-Jun):	129.0	320
						2021 (Jan-Jun):	142.8	524
						YoY Comparison:	-9.7%	-38.9%
						2022 Creative & Media (Jan-Jun):	316.6	760
						2021 Creative & Media (Jan-Jun):	381.5	1,055
						YoY Comparison:	-17.0%	-28.0%

### 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](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.