



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Fiji Tourism Global, ABBOTT Italy Project, AMAZON FRESH Spain Project	86.5	Scholl Global	80.0	207	
2	2	VMLY&R	Thailand Post Thailand, Everpia JSC - brand Everon Vietnam Project, Upstox India	64.2	Singapore Tourism Board	64.2	116	
3	3	Ogilvy	China Welfare Lottery China, Aditya Birla Group India, NAVER Z Corporation Thailand	62.4	Siemens Global	57.3	302	
4	4	R/GA	Metaverse US, Fender US	39.6		39.6	54	
5	5	DDB	Nippon Paint Malaysia Project, Bangchak Corporation Thailand Project, One Plus India	47.5	Virgin Media UK	38.4	132	
6	6	Wunderman Thompson	Grows 24/7 India Project, Cera India, HSBC AMC India	35.5	Grosch Global	32.5	161	
7	7	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	Pages Jaunes France	28.7		23.7	16	
10	11	Dentsu	The Procter & Gamble Company Vietnam Project, VNPAY Vietnam Project, VINASOY Vietnam Project, Prudential Financial US, Jack	21.4		21.1	255	
11	12	McCann WorldGroup	Wolfskin China Project, Dyson China Project	18.6		18.6	55	
12	10	BBH	Panini Internazionale Sweden, Moonton Technology Co. Ltd. China Project	17.9	Singtel APAC	17.9	11	
13	51	BBDO	The General US, Tourism Thai Thailand Project, Dito Philippines	27.7		16.7	58	
14	-	Publicis.Sapient	Cadillac Europe GmbH Germany Project, State of New Jersey US Project, Commonwealth of Pennsylvania US Project	13.8		13.8	46	
15	13	Droga5	Levi's Global, Paddy Power UK	13.5		11.5	7	
16	14	TBWA	Jack In The Box US	22.0		10.2	2	
17	21	Isobar	PepsiCo, Inc. Taiwan Contract, FWD Group Singapore Project, Taiwan Shiseido Co., Ltd. Taiwan Contract	9.6		9.6	100	
18	17	Saatchi & Saatchi	Promod France, ActivePure Technologies, LLC New Zealand Project, Subway UK	11.2	Fiji Tourism Global	9.6	16	
19	15	VCCP	Old El Paso Global UK, Sage UK, Dogs Trust Global UK	9.3	Paddy Power UK	8.8	9	
20	28	Iris	Dreams UK, Helly Hansen Global	7.4		7.4	4	
						2022 (Jan-Jun):	640.7	2,156
						2021 (Jan-Jun):	1,001.7	2,446
						YoY Comparison:	-36.0%	-11.9%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	89.5		89.5	8	
2	2	PHD	Restaurant Brands International (RBI) US, Liberty Insurance Spain,	56.0	Mailchimp Australia	52.7	78	
3	4	Mindshare	Master Kong China, Heineken China Planning, Dah Sing Bank Hong Kong	74.0	PepsiCo China	49.6	131	
4	6	dentsu X	CK Hutchison Holdings (Wind3) Italy, Neiman Marcus US, Insmed	44.5		44.5	135	
5	3	Wavemaker	Under Armour (ecommerce) China, TMBThanachart Bank Thailand	54.4	Cunard Cruises UK	41.2	69	
6	19	Carat	Procter & Gamble Italy, Beiersdorf Germany, Ergo Germany	41.7	Oppo Philippines	36.1	99	
7	5	Havas Media	Frabel SA de CV Mexico, Europcar France & Germany, Correos Spain	39.8	Farmacity Argentina	32.6	96	
8	7	Starcom	McDonald's US, Abbott Laboratories India Project, Vinted Sweden	28.0	Philippine National Bank Philippines	24.4	8	
9	8	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters)	21.3		21.3	4	
10	11	Essence	Nationwide Mutual Insurance US, Bombay Shaving Company India	18.6		18.3	8	
11	10	Zenith	Piaggio Group Europe, Coffee Island Greece, Berli Jucker Public	32.2	ONCE Spain	17.9	19	
12	12	Initiative	Hello Fresh UK, Ireland, ITC Limited India, ESPRIT China, Hong Kong,	18.6	Carnival Corporation Australia	17.7	75	
13	9	Mediahub	Legal Shield US, Arla Foods Australia	19.9		17.7	10	
14	21	Hearts & Science	Oceania Healthcare New Zealand, Cascade New Zealand, Brolly	7.1	Betsson Norway	6.4	8	
15	13	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1	
16	16	Universal McCann	Upwork US, Wealth Navi Japan, Tourism promotions board	10.1	Estee Lauder Companies US	3.7	14	
17	17	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1	
18	15	Dentsu	Lenovo Global	5.0		3.4	1	
19	18	Ryvalmedia	ergoPouch Australia, ManniAx Australia, Cardiotech Australia	3.2		3.2	33	
20	-	Performics	Mondelez International India, Lenskart India, Feu Vert	3.0		3.0	12	
						2022 (Jan-Jun):	422.2	1,378
						2021 (Jan-Jun):	593.5	1,314
						YoY Comparison:	-28.9%	4.9%
						2022 Creative & Media (Jan-Jun):	1,062.9	3,534
						2021 Creative & Media (Jan-Jun):	1,595.2	3,760
						YoY Comparison:	-33.4%	-6.0%

### 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.