



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	ASTRA ZENECA Project, DEPARTMENT FOR EDUCATION, FRESHWORKS	13.05		13.05	40
2	2	VCCP	Old El Paso Global, Sage, Dogs Trust Global	6.86	Paddy Power	6.49	8
3	-	Publicis.Sapient	GSK Project, Philip Morris Project	3.21		3.21	14
4	3	M&C Saatchi Group	BARCLAYS, SKY SHOWTIME, COCA-COLA GB	2.78		2.78	17
5	4	R/GA	YouTube	2.67		2.67	2
6	5	BBH	Barclaycard consumer, Wild Natural, Engine Gin Project	2.52		2.52	4
7	6	Neverland	Giffgaff, What3words, Gala Bingo	2.29		2.29	3
8	-	Iris	Dreams	2.29		2.29	1
9	8	Digitas	BT, EE CRM	1.76		1.76	2
10	7	Karmarama	Honda	2.29	Nando's	1.69	1
11	70	Rapp	O2 CRM	1.53		1.53	1
12	9	Pablo	Dr Pepper	1.15		1.15	2
13	107	Adam&Eve	Crisis Project	1.07		1.07	3
14	10	Motel	Busuu, Fever-Tree	0.76		0.76	2
15	11	Truant	Pizza Express	0.76		0.76	1
16	12	New Commercial Arts	Paramount+, Nando's	0.76		0.76	2
17	17	Saatchi & Saatchi	Subway, Churchill Insurance	0.61		0.61	2
18	14	MullenLowe Group	Booking.com, Toilet Board Coalition Project, Chocomel Project	0.48		0.48	5
19	15	Lucky Generals	Labour Party	0.84		0.46	2
20	13	The Gate	Smarty Creative and strategic	0.46		0.46	1
2022 (Jan-Jun):						45.8	134



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	6	iProspect	Freemans, Next, Lloyds Pharmacy	4.45	Matalan	3.36	6
2	1	dentsu X	Hero, Kingfisher, B&Q, Screwfix	2.74		2.74	3
3	2	OMD	John Lewis & Partners Waitrose & Partners	2.14	River Island	1.96	4
4	3	Havas Media	Vivid Goliath, British Red Cross	1.58		1.58	3
5	4	Carat	Banco Santander, Scenic Tours, Hero	1.20		1.20	3
6	20	Wavemaker	Merlin Entertainments, Mettle	4.00	Cunard Cruises	1.04	15
7	5	The7Stars	Cunard Cruises, Bensons For Beds, Irn-Bru, AG Barr, Kao Brands	1.01		1.01	5
8	7	Hearts & Science	Virgin Voyages	0.38		0.38	1
9	8	M/Six	Smart Energy GB	0.19		0.19	1
10	9	Love Sugar Science	River Island	0.19		0.19	1
11	10	Total Media	Abel & Cole	0.19		0.19	1
12	11	Electric Glue	Charlie Bigham's, Charlie Bigham's	0.15		0.15	1
13	12	Bicycle	Mizkan Europe	0.15		0.15	1
14	13	The Kite Factory	Crisis	0.11		0.11	1
15	14	Bountiful Cow	Busuu, Califia Farms	0.38	Mizkan Europe	0.08	2
16	15	Mindshare	Singapore Economic Development Board	0.08		0.08	1
17	16	Zenith	FIFA Project	0.19	Kao Brands	0.02	1
18	17	Initiative	Hello Fresh	0.00	Mettle	(0.17)	2
19	18	PHD		0.00	Smart Energy GB	(0.38)	0
20	19	Medialab		0.00	British Red Cross	(0.40)	0
2022 (Jan-Jun):						13.5	52

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.