



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	OKRP	Burger King US	29.0		29.0	1	
2	2	R/GA	Metaverse US, Fender US	26.5		26.5	27	
3	3	VMLY&R	AstraZeneca (DTC Brand) US, Campari Group US	21.4		21.4	12	
4	4	TBWA	Jack In The Box US	21.0	Blue Diamond Growers US	18.8	2	
5	5	MullenLowe Group	Aleve Global, KFC US, Fresh Step US Project	20.5	Schick US	15.5	3	
6	119	BBDO	Meta Portal Global, The General US	16.6		11.6	2	
7	6	Droga5	Levi's Global, Hennessy NBA Global, Aspen Skiing Company US, Instacart US	10.0		10.0	5	
8	7	DDB	Arnold, Oroweat, Brownberry US, Orkin US, Hefty, Reynolds Products US	6.8		6.8	3	
9	8	FIG	realtor.com US, mummia Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
10	10	Partners & Spade	Schick US	5.0		5.0	1	
11	11	Ogilvy	Audi US	6.5		4.5	2	
12	12	Code and Theory	Lenovo US, Thomson Reuters rebrand US, EY US	4.0		4.0	8	
13	13	M&C Saatchi Group	Coca-Cola Sustainability US Project, NOBULL US, Anheuser Busch US Project	3.9		3.9	15	
14	-	Publicis.Sapient	State of New Jersey US Project, Commonwealth of Pennsylvania US Project	3.9		3.9	13	
15	14	Huge	Cisco US Project, BlueVine US Project, Nike US Project	3.6		3.6	5	
16	15	BBH	Pacaso US Project, Leo Pharma Global	3.6		3.6	2	
17	16	Publicis Groupe	Powerade Global	3.5		3.5	1	
18	49	McCann Worldgroup	Prudential Financial US	3.3		3.3	2	
19	17	DNA	Pabst US	3.0		3.0	1	
20	28	Deutsch	NerdWallet US, Betway US	2.5		2.5	3	
						2022 (Jan-Jun )	174.2	189
						2021 (Jan-Jun )	417.8	284
						YoY Comparison:	-58.3%	-33.5%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	52.5		52.5	1	
2	2	PHD	Home Instead US, Restaurant Brands International (RBI) US	29.5		29.5	2	
3	7	Dentsu x	Neiman Marcus US, Insmed US, Scenic US, JCPenney US, Santander US	26.1		26.1	7	
4	3	Starcom	McDonald's US	25.0		25.0	1	
5	4	Horizon Media	Monks (traditional media buying) US, BlueTriton (ex Nestle Waters) US, BlueTriton Brands US, Pluto US	21.3		21.3	4	
6	5	Wavemaker	Amazon Audible Global, Garrard Global	18.0		18.0	2	
7	-	Essence	Nationwide Mutual Insurance US	15.5		15.5	3	
8	8	Mediahub	Lyft US, Post Consumer Brands US, Pacaso US	17.3	Pluto US	15.0	8	
9	6	Mindshare	Ferrero US, AirTable US, Singapore Economic Development Board US	16.8	BlueTriton (ex Nestle Waters) US	14.3	3	
10	15	Hearts & Science	FedEx US, Reynolds US	6.3		6.3	2	
11	9	Havas Media	Urovant US, Guardent Health US, Lifescan US	12.0	Grubhub US	5.4	7	
12	10	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1	
13	12	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1	
14	13	Universal McCann	Grubhub US, Eargo US, Upwork US	7.7	Estee Lauder Companies US	2.7	4	
15	16	Harmelin	US Cellular US, American Auto Center US	1.3		1.3	2	
16	40	Carat	Serta Simmons US	3.3		1.3	1	
17	17	Ovative	US Cellular US	1.0		1.0	1	
18	14	Spark Foundry	KFC US	7.5	Sally Beauty US	0.8	1	
19	-	The Community	Plural US Project, Converse US Project, Diageo US Project	0.8		0.8	3	
20	18	Deloitte Digital	LTK Global	0.6		0.6	1	
						2022 (Jan-Jun )	131.9	68
						2021 (Jan-Jun )	223.9	112
						YoY Comparison:	-41.1%	-39.3%
						2021 Creative & Media (Jan-Jun )	306.1	257
						2020 Creative & Media (Jan-Jun )	641.7	396
						YoY Comparison:	-52.3%	-35.1%

### 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 Advertising ROI.