



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jul 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	Abdrn Project, Alliance Manchester Business School Project	70.3	Scholl Global	68.9	173
2	-	DDB	NBA 2K Europe, Samsung Mobile Europe, Nordea Europe	25.7		19.2	36
3	6	Saatchi & Saatchi	Marriott Hotels brands Europe, Promod France, Subway UK, Allianz Italy	16.8		16.8	39
4	5	Publicis.Sapient	Stellantis auto brands Europe digital, Cadillac Europe Project, GSK UK Project, Philip Morris UK Project	12.8		12.8	27
5	26	Publicis Worldwide	Mast-Jaegermeister Italy, Teoxane SA Switzerland	10.5		10.5	43
6	13	Digitas	BT, EE UK CRM	9.2		9.2	34
7	4	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA, Migros Fachmarkt AG (MFM) Europe Project	8.2		8.2	15
8	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
9	21	McCann Worldgroup	McArthurGlen Europe Interflora Europe, Qatar Airways Global	6.9		6.9	3
10	7	Iris	Dreams UK, Helly Hansen Global	5.4		5.4	3
11	8	Adam&Eve	STARZPLAY Global, Deutsche Telecom, Crisis UK Project	5.0		5.0	6
12	11	BBH	Panini Internazionale Sweden, Tesco Ireland, Barclaycard consumer UK, Wild Natural UK	4.9		4.9	9
13	9	Serviceplan	Chupa Chups Global, BMW Motorcycles France	4.8		4.8	4
14	10	MullenLowe Group	Pages Jaunes France, Aleve Global, Booking.com UK, Toilet Board Coalition UK Project	4.7		4.7	8
15	77	Leo Burnett	Arval Czech Republic	4.6		4.6	23
16	12	R/GA	Infineon Germany, YouTube UK, E.ON One Germany	4.2		4.2	5
17	2	VCCP	Old El Paso Global, Sage, Dogs Trust Global	9.0	McArthurGlen Europe	3.7	8
18	-	Sid Lee	Oppo Europe	4.0		3.5	1
19	-	Boomerang	SEASOGOOD B.V. Netherlands, Eye Wish Opticiens Netherlands	3.4		3.4	17
20	17	MSQ	Shell Global CRM	3.3		3.3	2
2022 (Jan-Jul):						284.9	698
2021 (Jan-Jul):						267.1	605
YoY Comparison:						6.7%	15.4%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jul 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	2	Carat	Procter & Gamble Italy, Beiersdorf Germany, Ergo Germany	31.8	ComeON Denmark	31.2	17	
2	16	Starcom	Erste Group Romania	31.6		30.2	39	
3	7	Initiative	Nike Global, EMEA, APLA Regional Hub, Fritz-Kola Germany Project	27.9		27.3	33	
4	4	OMD	Storck Germany, Ring Germany, Saluega Italy, Getir Italy	19.9	MSD Greece	19.3	52	
5	18	Zenith	Nando's UK, Piaggio Group Europe, Coffee Island Greece, FIFA UK Project	17.8		15.8	41	
6	5	Havas Media	McCain Belgium, Germany, Italy & France, Transavia France, KPMG Germany & France	14.1		14.0	53	
7	6	Dentsu X	CK Hutchison Holdings (Wind3) Italy, SATS Nordics, Hero Germany/UK	12.2		12.0	19	
8	3	Wavemaker	Trainline Europe, Amazon Audible Global, Danone Global, Merlin Entertainments UK, Mettle UK	21.3	Kingfisher UK	9.5	21	
9	8	MediaCom	BROWN HOTEL Greece, Danone France, Danone, Alpro, YoPro, Danet, Activia + others Spain	11.0	UniCredit Group EMEA	5.2	40	
10	12	PHD	Kimberly-Clark EMEA Global, Moller Mobility Group Norway	6.1	Smart Energy GB UK	4.0	39	
11	17	Performics	Feu Vert Portugal, MTBIKER Slovakia, Foreo Inc. Spain	3.8		3.8	18	
12	11	Essence	Mars EMEA, MPB EMEA	3.0	Nando's UK	2.7	2	
13	-	Publicis Groupe	Arval Czech Republic Media	2.4		2.4	12	
14	-	Spark Foundry	BFF Financial Services Spain, Candia Strom Greece	8.8		2.3	12	
15	1	Publicis Media	Lavazza Netherlands	2.1		2.1	9	
16	13	Deloitte Digital	LTK Global	1.4		1.4	1	
17	14	The7stars	Cunard Cruises UK, Illva Saronno UK, Inn-Bru, AG Barr UK, Kao Brands UK	1.3		1.3	5	
18	15	Mediahub	Akzo Nobel Digital	1.0		1.0	1	
19	19	M/SIX	Smart Energy GB UK, Karo Pharma Europe	0.5		0.5	2	
20	20	Mediaplus	Hansgrohe Germany	1.5	Bahlsen DACH	0.5	3	
						2022 (Jan-Jul):	157.6	460
						2021 (Jan-Jul):	161.1	585
						YoY Comparison:	-2.1%	-21.4%
						2022 Creative & Media (Jan-Jul):	442.5	1,158
						2021 Creative & Media (Jan-Jul):	428.2	1,190
						YoY Comparison:	3.4%	-2.7%

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.