



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Apex Avis Budget Australia, abrdn UK Project, Alliance Manchester Business School Uk Project	96.0	Scholl Global	89.5	238	
2	5	DDB	NBA 2K Europe, Samsung Mobile Europe, Nordea Europe	75.7	Virgin Media UK	66.6	200	
3	2	VMLY&R	Galderma Thailand Project, QSR Brands for KFC Malaysia Project, ttb Thailand Project	65.5	Singapore Tourism Board	65.5	126	
4	3	Ogilvy	HK Polytechnic University Hong Kong, Hugel Korea, Ministry of Communications & Information Singapore Singapore	65.5	Siemens Global	60.4	334	
5	4	R/GA	Metaverse US, Fender US	39.6		39.6	54	
6	18	Saatchi & Saatchi	Marriott Hotels brands Europe	36.4	Fiji Tourism Global	34.8	97	
7	6	Wunderman Thompson	Grows 24/7 India Project, Cera India, HSBC AMC India	35.5	Grolsch Global	32.5	161	
8	7	OKRP	Burger King US	29.0		29.0	1	
9	8	M&C Saatchi Group	Hajdú Cheese Middle East, Jimmy Brings Australia Project, AUIB Iraq	28.0		28.0	95	
10	13	BBDO	BMW China Retainer for 5 years, Wacoal Japan Project, Medibank Australia	37.0		26.0	73	
11	9	MullenLowe Group	Vadilal ice creams Global, The South West Edge Australia	30.2		25.2	18	
12	11	McCann WorldGroup	McArthurGlen Europe, Okada Manila Philippines Project, TaoBao China Project	24.8		24.8	66	
13	30	Publicis Worldwide	Lavazza Italy, Atresmedia Spain	21.3		21.3	76	
14	10	Dentsu	The Procter & Gamble Company Vietnam Project, VNPAY Vietnam Project, VINASOY Vietnam Project	21.4		21.1	255	
15	42	Leo Burnett	PepsiCo brands India, Arval Czech Republic	20.4		19.8	85	
16	12	BBH	Roposo India	19.6	Singtel APAC	19.6	18	
17	14	Publicis.Sapient	Stellantis auto brands Europe digital	18.8		18.8	47	
18	33	Digitas	Barbour UK, Hey Dude Shoes US	16.7		14.7	67	
19	15	Droga5	Levi's Global, Paddy Power UK	13.5		11.5	7	
20	16	TBWA	Jack In The Box US	22.0		10.1	2	
						2022 (Jan-Jul):	847.7	2,854
						2021 (Jan-Jul):	1,138.2	2,790
						YoY Comparison:	-25.5%	2.3%



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	8	Starcom	Erste Group Romania, McDonald's US, Abbott Laboratories India	151.1	Philippine National Bank Philippines	147.5	98
2	3	PHD	Kimberly-Clark EMEA Global, Ekaterra Global, Moller Mobility	64.8	Mailchimp Australia	61.1	91
3	4	Mindshare	Discover US, Nestle Vietnam Vietnam, MTR Corporation Hong	104.2	PepsiCo China	54.7	149
4	2	Wavemaker	Danone Global, Audible Global, Under Armour (ecommerce) China	75.7	Cunard Cruises UK	52.8	86
5	7	Havas Media	Frabel SA de CV Mexico, Europcar France & Germany, Correos Spain	53.8	Farmacy Argentina	46.6	115
6	11	Zenith	Plaggio Group Europe, Coffee Island Greece, Berli Jucker Public	60.3	ONCE Spain	45.9	102
7	5	dentsu X	CK Hutchison Holdings (Wind3) Italy, Neiman Marcus US, Insmad	47.4		47.2	137
8	12	Initiative	Hello Fresh UK, Ireland, ITC Limited India, ESPRIT China, Hong Kong,	41.8	Carnival Corporation Australia	40.9	82
9	6	Carat	Procter & Gamble Italy, Beiersdorf Germany, Ergo Germany	41.7	Oppo Philippines	35.3	99
10	9	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters)	21.3		21.3	4
11	10	Essence	Nationwide Mutual Insurance US, Bombay Shaving Company India	19.6		19.0	9
12	13	Mediahub	Legal Shield US, Arla Foods Australia	19.9		17.7	10
13	20	Performics	Mondelez International India, Lenskart India, Feu Vert	14.4		14.4	61
14	14	Hearts & Science	Oceania Healthcare New Zealand, Cascade New Zealand, Brolly	7.7	Betsson Norway	6.9	14
15	15	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	19	Ryvalmedia	ergoPouch Australia, Mannix Australia, Cardiotech Australia	3.2		3.2	33
19	22	Resolution Digital	KCA Australia, Woolworths at Work Australia, Healthy Life Australia	2.4		2.4	31
20	-	Publicis Groupe	Arval Czech Republic Media	2.4		2.4	12

2022 (Jan-Jul):	562.8	1,656
2021 (Jan-Jul):	690.9	1,493
YoY Comparison:	-18.5%	10.9%

2022 Creative & Media (Jan-Jul):	1,410.5	4,510
2021 Creative & Media (Jan-Jul):	1,829.1	4,283
YoY Comparison:	-22.9%	5.3%

### 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.