



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	Abrdn Project, Alliance Manchester Business School Project	13.51		13.51	42
2	2	VCCP	Old El Paso Global, Sage, Dogs Trust Global	6.86	Paddy Power	6.49	8
3	3	Publicis.Sapient	GSK Project, Philip Morris Project	3.21		3.21	14
4	6	BBH	Barclaycard consumer, Wild Natural, Engine Gin Project	2.82		2.82	6
5	4	M&C Saatchi Group	BARCLAYS, SKY SHOWTIME, COCA-COLA GB	2.78		2.78	17
6	5	R/GA	YouTube	2.67		2.67	2
7	9	Digitas	BT, EE CRM	2.37		2.37	6
8	7	Neverland	Giffgaff, What3words, Gala Bingo	2.29		2.29	3
9	8	Iris	Dreams	2.29		2.29	1
10	-	M&C Saatchi	HUHY (NHS), IOM Project, FOSSIL	3.50		1.99	26
11	10	Karmarama	Honda	2.29	Nando's	1.69	1
12	11	Rapp	O2 CRM	1.53		1.53	1
13	12	Pablo	Dr Pepper	1.15		1.15	2
14	13	Adam&Eve	Crisis Project	1.07		1.07	3
15	17	Saatchi & Saatchi	Subway, Churchill Insurance	1.07		1.07	5
16	14	Motel	Busuu, Fever-Tree	0.76		0.76	2
17	15	Truant	Pizza Express	0.76		0.76	1
18	16	New Commercial Arts	Paramount+, Nando's	0.76		0.76	2
19	31	St Luke's	TotallyMoney	0.76		0.76	2
20	-	Octopus	Premier Inn, RES Group	0.61		0.61	4
2022 (Jan-Jul):						51.9	181



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	-	Spark Foundry	LVMH	4.96		4.78	1
2	1	iProspect	Freemans, Next, Lloyds Pharmacy	4.45	Matalan	3.36	6
3	2	dentsu X	Hero, Kingfisher, B&Q, Screwfix	2.81		2.81	3
4	3	OMD	Ring Central, Roku, John Lewis & Partners Waitrose & Partners	2.54	River Island	2.36	5
5	4	Havas Media	Vivid Goliath, British Red Cross	1.58		1.58	3
6	5	Carat	Banco Santander, Scenic Tours, Hero	1.27		1.27	3
7	7	The7Stars	Cunard Cruises, Bensons For Beds, Irn-Bru, AG Barr, Kao Brands	1.01		1.01	5
8	-	Starcom	CPG Client	0.76		0.76	1
9	8	Hearts & Science	Virgin Voyages	0.38		0.38	1
10	18	Initiative	Hello Fresh	0.53	Mettle	0.37	2
11	17	Zenith	Nando's, FIFA Project	0.42	Kao Brands	0.25	2
12	-	MediaCom	Shark, Ninja	0.23		0.23	1
13	9	M/Six	Smart Energy GB	0.19		0.19	1
14	10	Love Sugar Science	River Island	0.19		0.19	1
15	11	Total Media	Abel & Cole	0.19		0.19	1
16	12	Electric Glue	Charlie Bigham's, Charlie Bigham's	0.15		0.15	1
17	13	Bicycle	Mizkan Europe	0.15		0.15	1
18	14	The Kite Factory	Crisis	0.11		0.11	1
19	15	Bountiful Cow	Busuu, Califia Farms	0.38	Mizkan Europe	0.08	2
20	16	Mindshare	Singapore Economic Development Board	0.08		0.08	1
2022 (Jan-Jul):						15.5	57

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.