



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	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	21.7		21.7	14	
4	4	TBWA	Jack In The Box US	21.0	Blue Diamond Growers US	18.8	2	
5	5	MullenLowe Group	Vadilal ice creams Global, Aleve Global, KFC US, Fresh Step US Project	21.5	Schick US	16.5	4	
6	6	BBDO	Meta Portal Global, The General US	16.6		11.6	2	
7	7	Droga5	Levi's Global, Hennessy NBA Global, Aspen Skiing Company US, Instacart US	10.0		10.0	5	
8	8	DDB	Merck Sotatercept US, Reynolds & Hefly US, Survey Monkey US	9.0		9.0	17	
9	9	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
10	10	Partners & Spade	Schick US	5.0		5.0	1	
11	-	Mischief@No Fixed Address	Anytime Fitness US, FanDuel Casino US	5.0		5.0	2	
12	28	Adam&Eve	2K Games US	4.7		4.7	4	
13	11	Ogilvy	Audi US	6.5		4.5	2	
14	12	Code and Theory	Lenovo US, Thomson Reuters rebrand US, EY US	4.0		4.0	8	
15	13	M&C Saatchi Group	Coca-Cola Sustainability US Project, NOBULL US, Anheuser Busch US	3.9		3.9	15	
16	14	Publicis.Sapient	State of New Jersey US Project, Commonwealth of Pennsylvania US Project	3.9		3.9	13	
17	16	BBH	Pacaso US Project, Leo Pharma Global	3.8		3.8	3	
18	15	Huge	Cisco US Project, BlueVine US Project, Nike US Project	3.6		3.6	5	
19	-	Publicis Worldwide	Powerade Global	3.5		3.5	1	
20	18	McCann Worldgroup	Prudential Financial US	3.3		3.3	2	
						2022 (Jan-Jul)	203.3	253
						2021 (Jan-Jul)	476.3	322
						YoY Comparison:	-57.3%	-21.4%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	4	Starcom	McDonald's US	93.1		93.1	6
2	9	Mindshare	Discover US, Ferrero US, AirTable US, Singapore Economic Development Board US	41.8	BlueTriton (ex Nestle Waters) US	37.9	4
3	2	PHD	Kimberly-Clark Global, Home Instead US, Restaurant Brands International (RBI) US	30.9		30.9	3
4	3	Dentsu x	Neiman Marcus US, Insmed US, Scenic US, JCPenney US, Santander US	26.1		26.1	7
5	6	Wavemaker	Amazon Audible Global, Garrard Global	24.3		24.3	3
6	5	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters) US, BlueTriton Brands US, Pluto US	21.3		21.3	4
7	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	11	Havas Media	Wolverine Global US, Urovant US, Guardent Health US, Lifescan US	21.0	Grubhub US	14.4	8
10	10	Hearts & Science	FedEx US, Reynolds US	6.3		6.3	2
11	12	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1
12	13	Digitas	Norwegian Cruise Lines Global	3.5		3.5	1
13	18	Spark Foundry	KFC US	10.0	Sally Beauty US	3.3	2
14	14	Universal McCann	Grubhub US, Eargo US, Upwork US	7.7	Estee Lauder Companies US	2.7	4
15	39	Performics	Valvoline US, BJ's Wholesale Club, Inc. US	1.6		1.6	4
16	15	Harmelin	US Cellular US, American Auto Center US	1.3		1.3	3
17	16	Carat	Serta Simmons US	3.3		1.3	1
18	19	The Community	Plural US Project, Converse US Project, Diageo US Project	1.2		1.2	5
19	17	Ovative	US Cellular US	1.0		1.0	1
20	20	Deloitte Digital	LTK Global	0.6		0.6	1

2022 (Jan-Jul)	168.9	87
2021 (Jan-Jul)	273.0	125
YoY Comparison:	-38.1%	-30.4%

2021 Creative & Media (Jan-Jul)	372.2	340
2020 Creative & Media (Jan-Jul)	749.3	447
YoY Comparison:	-50.3%	-23.9%

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 Apr keting ROI.