



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	NHS Blood & Transplant UK, API UK Project, Stonewall UK Project	74.4	Heathrow Airport UK	72.5	186
2	2	DDB	NBA 2K Europe, Samsung Mobile Europe, Nordea Europe	25.7		19.2	36
3	3	Saatchi & Saatchi	NBA Europe, Marriott Hotels brands Europe, Promod France, Subway UK, Allianz Italy	17.8		17.8	40
4	6	Digitas	Crocs, BT, EE UK CRM	17.2		17.2	35
5	7	VMLY&R	Netto Sp. z o.o. Poland Project, BAT MENA, Migros Fachmarkt AG (MFM) Europe Project	15.0		15.0	17
6	4	Publicis.Sapient	Stellantis auto brands Europe digital, Cadillac Europe Project, GSK UK Project, Philip Morris UK Project	12.8		12.8	27
7	5	Publicis Worldwide	Mast-Jaegermeister Italy, Teoxane SA Switzerland	10.5		10.5	43
8	8	M&C Saatchi Group	Porsche Design Germany Project, Groupe E Switzerland Videos, digital, OkCupid Berlin, Manor Centers Switzerland Print, digital	10.9		8.9	60
9	9	McCann Worldgroup	McArthurGlen Europe Interflora Europe, Qatar Airways Global	6.9		6.9	3
10	10	Iris	Dreams UK, Helly Hansen Global	5.4		5.4	3
11	14	MullenLowe Group	The Co-op UK digital CRM, Pages Jaunes France, Aleve Global, Booking.com UK, Toilet Board Coalition UK Project	5.2		5.2	9
12	11	Adam&Eve	STARZPLAY Global, Deutsche Telecom, Crisis UK Project	5.0		5.0	6
13	12	BBH	Panini Internazionale Sweden, Tesco Ireland, Barclaycard consumer UK, Wild Natural UK	4.9		4.9	9
14	13	Serviceplan	Chupa Chups Global, BMW Motorcycles France	4.8		4.8	4
15	15	Leo Burnett	Arval Czech Republic	4.6		4.6	23
16	16	R/GA	Infineon Germany, YouTube UK, E.ON One Germany	4.2		4.2	5
17	17	VCCP	Old El Paso Global, Sage, Dogs Trust Global	9.0	McArthurGlen Europe	3.7	8
18	18	Sid Lee	Oppo Europe	4.0		3.5	1
19	23	Fold7	Carlsberg Europe, Radiocentre UK	3.5		3.5	2
20	19	Boomerang	SEASOGOOD B.V. Netherlands, Eye Wish Opticiens Netherlands	3.4		3.4	17
2022 (Jan-Aug):						312.4	747
2021 (Jan-Aug):						285.3	680
YoY Comparison:						9.5%	9.9%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Aug 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	Starcom	Erste Group Romania	31.6		30.2	39	
2	15	Publicis Media	Mondelez Europe, Lavazza Netherlands	29.5		29.5	23	
3	3	Initiative	DG Comm EMPL - Social Rights Belgium, Lamda Development Group Greece Project	28.5		28.0	37	
4	4	OMD	British Gas UK, Virgin Media UK	24.4	KARO Norway	23.7	54	
5	1	Carat	Simon Mobile Germany, Audibene Germany	32.5	Mondelez Europe	19.5	19	
6	5	Zenith	Nando's UK, Piaggio Group Europe, Coffee Island Greece, FIFA UK Project	17.8		15.8	41	
7	6	Havas Media	Remy Cointreau UK, Storck France, Federal Assurance Belgium	14.8	KARO UK	13.8	56	
8	7	Dentsu X	CK Hutchison Holdings (Wind3) Italy, SATS Nordics, Hero Germany/UK	12.2		12.0	19	
9	9	MediaCom	Studio.co.uk UK, BROWN HOTEL Greece, Danone France, Danone, Alpro, YoPro, Danet, Activia + others Spain	12.2	UniCredit Group EMEA	6.5	41	
10	-	Digitas	Crocs Global	4.0		4.0	1	
11	11	Performics	Feu Vert Portugal, MTBIKER Slovakia, Foreo Inc. Spain	3.8		3.8	18	
12	19	M/SIX	Smart Energy UK, KARO UK, KARO Sweden	3.4		3.4	25	
13	10	PHD	Kimberly-Clark EMEA Global, Moller Mobility Group Norway	6.1	Smart Energy GB UK	3.0	39	
14	12	Essence	Mars EMEA, MPB EMEA	3.0	Nando's UK	2.7	2	
15	14	Spark Foundry	BFF Financial Services Spain, Candia Strom Greece	8.8		2.3	12	
16	16	Deloitte Digital	LTK Global	1.4		1.4	1	
17	17	The7stars	Cunard Cruises UK, Ilva Saronno UK, Irn-Bru, AG Barr UK, Kao Brands UK	1.3		1.3	5	
18	18	Mediahub	Akzo Nobel Digital	1.0		1.0	1	
19	20	Mediaplus	Hansgrohe Germany	1.5	Bahlsen DACH	0.5	3	
20	21	Publicis Communications	Raiffeisen Bank International A.G.	0.4		0.4	2	
						2022 (Jan-Aug):	172.3	506
						2021 (Jan-Aug):	249.8	652
						YoY Comparison:	-31.0%	-22.4%
						2022 Creative & Media (Jan-Aug):	484.7	1,253
						2021 Creative & Media (Jan-Aug):	535.1	1,332
						YoY Comparison:	-9.4%	-5.9%

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 marketing ROI.