



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	ViiV Healthcare Global,NHS Blood & Transplant UK,Agrarmarkt Austria Marketing GmbH Austria	102.1	Scholl Global	95.1	257	
2	3	VMLY&R	Galderma ABO Thailand Project,Spotify India Retainer,Garnier - L'Oreal Vietnam (digital) Vietnam Project	84.6	Singapore Tourism Board	84.6	142	
3	2	DDB	MaoPu China Project, BOC: Brand Campaign Hong Kong Project	77.2	Virgin Media UK	68.4	209	
4	4	Ogilvy	HK Polytechnic University Hong Kong,Hugel Korea,Ministry of Communications & Information Singapore Singapore	67.9	Siemens Global	62.8	339	
5	5	R/GA	Metaverse US, Fender US	39.6		39.6	54	
6	6	Saatchi & Saatchi	NBA Europe,Akasa Air India	37.9	Fiji Tourism Global	36.3	99	
7	7	Wunderman Thompson	Grows 24/7 India Project,Cera India,HSBC AMC India	37.1	Grolsch Global	34.1	172	
8	18	Digitas	Crocs Global, Barbour UK, Hey Dude Shoes US	33.9		31.9	68	
9	9	M&C Saatchi Group	Hajdú Cheese Middle East, Jimmy Brings Australia Project, AUIB Iraq	34.1		31.6	137	
10	10	BBDO	Brown Forman Asia, Honda Motorcycle Thailand	40.4		29.4	87	
11	8	OKRP	Burger King US	29.0		29.0	1	
12	12	McCann WorldGroup	New South Group China Project,MINISO China Project,PatPat China Project	26.8		26.8	80	
13	11	MullenLowe Group	The Co-op UK digital CRM	30.7		25.7	19	
14	14	Dentsu	Revo Fitness Australia, The Procter & Gamble Company Vietnam Project,VNPAY Vietnam Project	21.9		21.6	256	
15	13	Publicis Worldwide	Lavazza Italy, Atresmedia Spain	21.3		21.3	76	
16	15	Leo Burnett	Standard Chartered Bank Global,Beam Suntory (Jim Beam Brand) US Creative AOR	21.2		20.6	87	
17	-	Barkley	Planet Fitness US	20.0		20.0	1	
18	-	Zambezi	Under Armour Global	20.0		20.0	1	
19	16	BBH	Roposo India	19.6	Singtel APAC	19.6	18	
20	17	Publicis.Sapient	Stellantis auto brands Europe digital	18.8		18.8	47	
						2022 (Jan-Aug):	967.1	3,048
						2021 (Jan-Aug):	1,216.5	3,067
						YoY Comparison:	-20.5%	-0.6%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	Starcom	Erste Group Romania, McDonald's US, Abbott Laboratories India	136.1	Philippine National Bank Philippines	132.5	97	
2	2	PHD	Kimberly-Clark EMEA Global, Ekaterra Global, Moller Mobility	64.8	Smart Energy UK	59.7	91	
3	4	Wavemaker	Mondelez Southeast Asia, India, Australia, New Zealand	84.7	Tiffany & Co Taiwan	49.2	105	
4	3	Mindshare	Japan Airlines China, Mondelez International, Inc. Japan	108.6	PepsiCo China	49.0	165	
5	6	Havas Media	Savex Technologies Pvt Ltd - Fire Bolt India, Remy Cointreau UK	56.1	Farmacy Argentina	47.9	124	
6	5	dentsu X	CK Hutchison Holdings (Wind3) Italy, Neiman Marcus US, Insmad	47.4		47.2	137	
7	7	Zenith	Piaggio Group Europe, Coffee Island Greece, Berli Jucker Public	60.3	ONCE Spain	45.9	102	
8	34	Publicis Media	Mondelez Europe, PepsiCo India, SE Asia, AB InBev US, Europe, LVMH	45.1		43.1	28	
9	8	Initiative	DG Comm EMPL - Social Rights Belgium, Lamda Development	42.6	Carnival Corporation Australia	41.7	90	
10	9	Carat	Simon Mobile Germany, Audibene Germany	42.4	BBK Electronics Philippines	23.5	101	
11	10	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters)	21.3		21.3	4	
12	11	Essence	Liby China, Nationwide Mutual Insurance US, Bombay Shaving	20.1		19.5	10	
13	12	Mediahub	Legal Shield US, Arla Foods Australia	19.9		17.7	10	
14	13	Performics	Mondelez International India, Lenskart India, Feu Vert	14.4		14.4	61	
15	14	OMD	British Gas UK, Virgin Media UK, Storck Germany, NSW Government	57.3	Flybuys Australia	13.0	134	
16	18	Digitas	Crocs Global, Norwegian Cruise Lines Global	12.1		12.1	2	
17	15	Hearts & Science	Oceania Healthcare New Zealand, Cascade New Zealand, Brolly Sheets New Zealand	7.7	Betsson Norway	6.9	14	
18	16	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1	
19	-	M/SIX	Smart Energy UK, KARO UK, Jabra US	5.3		4.1	56	
20	-	Crossmedia	Planet Fitness US	5.0		4.0	1	
						2022 (Jan-Aug):	607.5	1,900
						2021 (Jan-Aug):	941.5	1,677
						YoY Comparison:	-35.5%	13.3%
						2022 Creative & Media (Jan-Aug):	1,574.5	4,948
						2021 Creative & Media (Jan-Aug):	2,158.0	4,744
						YoY Comparison:	-27.0%	4.3%

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 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.