



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	3	VMLY&R	AstraZeneca (DTC Brand) US, Campari Group US	30.6		30.6	16	
2	1	OKRP	Burger King US	29.0		29.0	1	
3	2	R/GA	Metaverse US, Fender US	26.5		26.5	27	
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	LiftMaster, Chamberlain Group US, Levi's Global, Hennessy NBA Global, Aspen Skiing Company US, Merck Sotatercept US, Reynolds & Hefly US, Survey Monkey US	10.5		10.5	6	
8	8	DDB		9.0		8.7	17	
9	-	Digitas	Crocs Global	9.4		7.4	7	
10	9	FIG	viator US, neaturine US, munita Global, Major League Baseball (MLB) US Project	6.5		6.5	7	
11	14	Code and Theory	Lenovo US, Thomson Reuters rebrand US, EY US	5.3		5.3	23	
12	10	Partners & Spade	Schick US	5.0		5.0	1	
13	11	Mischief@No Fixed Address	Anytime Fitness US, FanDuel Casino US	5.0		5.0	2	
14	15	M&C Saatchi Group	Coca-Cola Sustainability US Project, NOBULL US, Anheuser Busch US Project	4.8		4.8	17	
15	12	Adam&Eve	2K Games US	4.7		4.7	4	
16	13	Ogilvy	Audi US	6.5		4.5	2	
17	16	Publicis.Sapient	State of New Jersey US Project, Commonwealth of Pennsylvania US Project	3.9		3.9	13	
18	17	BBH	Pacaso US Project, Leo Pharma Global	3.8		3.8	3	
19	18	Huge	Cisco US Project, BlueVine US Project, Nike US Project	3.6		3.6	5	
20	19	Publicis Worldwide	Powerade Global	3.5		3.5	1	
						2022 (Jan-Aug)	228.7	284
						2021 (Jan-Aug)	522.6	361
						YoY Comparison:	-56.2%	-21.3%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	McDonald's US, Allstate US, Zevia, LLC US	78.1		78.1	5
2	2	Mindshare	Discover US, Ferrero US, AirTable US, Singapore Economic Development Board US	41.8	BlueTriton (ex Nestle Waters) US	37.9	4
3	3	PHD	Kimberly-Clark Global, Home Instead US, Restaurant Brands International (RBI) US	30.9		30.9	3
4	4	Dentsu x	Neiman Marcus US, Insmed US, Scenic US, JCPenney US, Santander US	26.1		26.1	7
5	5	Wavemaker	Amazon Audible Global, Garrard Global	24.3		24.3	3
6	6	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	9	Havas Media	Wolverine Global US, Urovant US, Guardent Health US, Lifescan US	21.0	Grubhub US	14.4	8
10	12	Digitas	Crocs Global, Norwegian Cruise Lines Global	7.5		7.5	2
11	10	Hearts & Science	FedEx US, Reynolds US	6.3		6.3	2
12	11	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1
13	26	Publicis Media	Planet Fitness US	5.0		5.0	1
14	43	Crossmedia	Planet Fitness US	5.0		4.3	1
15	13	Spark Foundry	KFC US	10.0	Sally Beauty US	3.3	2
16	44	VaynerMedia	Tinder Global, Mondelez US & Canada Planning & Digital Buying	5.7	Lyft US	3.2	2
17	14	Universal McCann	Grubhub US, Eargo US, Upwork US	7.7	Estee Lauder Companies US	2.7	4
18	15	Performics	Valvoline US, BJ's Wholesale Club, Inc. US	1.6		1.6	4
19	16	Harmelin	US Cellular US, American Auto Center US	1.3		1.3	3
20	17	Carat	Serta Simmons US	3.3		1.3	1

2022 (Jan-Aug)	189.2	93
2021 (Jan-Aug)	290.9	132
YoY Comparison:	-35.0%	-29.5%

2022 Creative & Media (Jan-Aug)	417.9	377
2021 Creative & Media (Jan-Aug)	813.4	493
YoY Comparison:	-48.6%	-23.5%

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.