



## 2022 NEW BUSINESS LEAGUE HOLDING GROUP RANKING

Global / Q2

RANK	RANK LAST QUARTER	HOLDING GROUP	ESTIMATED CREATIVE YTD REVENUE (USD \$m)	ESTIMATED MEDIA YTD REVENUE (USD \$m)	ESTIMATED OVERALL YTD REVENUE (USD \$m)	AS % OF 2021 REVENUE	NO. OF WINS
1	1	WPP	134.4	98.5	232.8	1.2%	944
2	2	Publicis Groupe	62.9	128.8	191.8	1.3%	186
3	3	Interpublic	95.5	40.1	135.6	1.3%	252
4	5	Omnicom	65.3	62.6	127.9	0.8%	408
5	4	Havas	80.5	31.6	112.0	5.6%	304
6	8	Dentsu	30.6	30.6	61.2	0.5%	704
7	6	Accenture	15.2	0.0	15.2	0.4%	10
8	7	Stagwell Group	7.1	-1.0	6.1	0.4%	15
					883	1.1%	2,823

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.