



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	Amylyx Pharmaceuticals Italy, COULDINA Spain Project, ENEL X Poland	100.7	Heathrow Airport UK	98.8	247
2	2	Saatchi & Saatchi	NBA Europe, Marriott Hotels brands Europe, Promod France, Subway UK, Allianz Italy	36.9		36.9	56
3	3	Digitas	Crocs, BT, EE UK CRM	24.2		24.2	67
4	4	VMLY&R	Bank Albilad Spain Project, Affinity Petcare Spain Project	20.4		20.4	21
5	5	Publicis.Sapient	Stellantis auto brands Europe digital, Cadillac Europe Project, GSK UK Project, Philip Morris UK Project	19.4		19.4	129
6	6	Publicis Worldwide	Mast-Jaegermeister Italy, Teoxane SA Switzerland	19.3		19.3	77
7	7	DDB	NBA 2K Europe, Samsung Mobile Europe, Nordea Europe	25.7		18.6	36
8	8	Leo Burnett	Morrisons UK, Arval Czech Republic, Victoria Plumbing UK	17.2		16.9	54
9	11	Adam&Eve	Deutsche Telecom Germany	16.3		13.8	18
10	12	M&C Saatchi Group	SJ Sweden, LIFE! Sweden, Norway and Finland project	14.9		12.9	102
11	9	Wunderman Thompson	Costa Coffee Global, Royal Horticultural Society UK, Charge Now Germany, The Macallan	12.9	BT, EE UK CRM	12.9	7
12	10	Epsilon	Pernod Ricard France	12.2		12.2	116
13	13	Prodigious	Astara Switzerland	7.8		7.8	34
14	14	Ogilvy	Mobalpa France, Dmax France	7.0		7.0	10
15	15	McCann Worldgroup	McArthurGlen Europe Interflora Europe, Qatar Airways Global	6.9		6.9	3
16	16	MullenLowe Group	Tic Tac UK Project, Value Retail UK Project	6.3		6.3	11
17	17	R/GA	Westenergie (E.ON Subsidiary) Germany	5.9		5.9	9
18	18	MetaDesign	Medion AG Germany	5.2		5.2	29
19	19	Iris	Dreams UK, Helly Hansen Global	6.4		4.4	4
20	20	Serviceplan	Chupa Chups Global, BMW Motorcycles France	4.8		4.4	4
<b>2022 (Jan-Dec):</b>						<b>465.1</b>	<b>1,468</b>
<b>2021 (Jan-Dec):</b>						<b>501.8</b>	<b>966</b>
<b>YoY Comparison:</b>						<b>-7.3%</b>	<b>52.0%</b>



## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Dec 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	Carat	Deutsche Bahn Germany, Pandora EMEA, La Caixa Spain	74.5	Mondelez Europe	73.1	36
2	2	OMD	Allianz France, Burberry Global, Open University UK	44.1	KARO Norway	42.7	121
3	6	MediaCom	Sony Playstation Global	43.5	UniCredit Group EMEA	35.9	103
4	3	Starcom	Erste Group Romania, Aldi UK, Avon Serbia	34.9		33.1	58
5	4	Zenith	Swarovski Europe, 3Bee Srl Italy Project, Nando's UK, Piaggio Group Europe	35.9	Molson Coors UK/Ireland	31.9	93
6	5	Initiative	GetYourGuide UK, Wüstenrot Austria, Giovanni Rana France	31.6		30.0	55
7	8	iProspect	Zalando EMEA, Reckitt France, Eika Gruppen Norway	36.2		25.8	21
8	7	Havas Media	Innocean Global, Bethesda UK, Visit California UK	27.4	Backing Supplies & Wine Switzerland	20.7	78
9	10	Dentsu X	A1 Telekom Austria, Österreich Werbung Germany	14.4		14.2	22
10	9	Spark Foundry	Clarins UK, Bolt Ukraine Project, BFF Financial Services Spain, Candia Strom Greece	19.9		13.4	28
11	12	Wavemaker	ERSTE GROUP Austria, Soda Stream France, Transport For London (TFL) UK	38.4	Kingfisher UK	11.4	92
12	11	PHD	Nordbutiker Sweden, Stage Entertainment España Spain, lad France, Vinted Bulgaria, Hungary, Romania	11.5	Smart Energy GB UK	8.5	55
13	13	Performics	ZEN Ukraine, Feu Vert Portugal, MTBIKER Slovakia, Foreo Inc. Spain	6.4		6.4	25
14	14	M/SIX	FSecure UK, Henkel Hungary, DBS Private Bank UAE	4.0	Vitality UK	3.5	30
15	15	Publicis Groupe	Belgian Association of Marketing Belgium	3.0		3.0	25
16	16	Essence	Mars EMEA, MPB EMEA	3.0	Nando's UK	2.6	3
17	19	The7stars	Royal Mail UK, Cunard Cruises UK, Ilva Saronno UK, Inn-Bru, AG Barr UK, Kao Brands UK	1.6		1.6	6
18	17	EssenceMediacom	Tesco UK	1.5		1.5	1
19	18	Deloitte Digital	LTK Global	1.4		1.4	1
20	20	Mediahub	Akzo Nobel Digital	1.0		1.0	1

2022 (Jan-Dec):	350.5	904
2021 (Jan-Dec):	484.1	1,019
YoY Comparison:	-27.6%	-11.3%

2022 Creative & Media (Jan-Dec):	815.6	2,372
2021 Creative & Media (Jan-Dec):	985.9	1,985
YoY Comparison:	-17.3%	19.5%

### 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](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.