



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	HARMAN Global, Pfizer US Project, ACE BARCELONA Spain Project	156.2	Scholl Global	149.2	363	
2	2	Ogilvy	Verizon US, Truly US, MobaIpa France	109.9	Siemens Global	107.1	489	
3	3	VMLY&R	Pfizer US, ADT Security US, Wahi US Project	105.3	Singapore Tourism Board	103.4	194	
4	5	Leo Burnett	Morrisons UK, Rite Aid US, Jim Beam (from Beam Suntory) Global, Kashi (from Kellogg's) US	99.4		98.4	183	
5	4	Saatchi & Saatchi	Subway UK, Media-Saturn-Holding, HP Inc. China, Enel Italy	98.1	Fiji Tourism Global	96.5	192	
6	6	R/GA	PepsiCo LATAM, Shangri-La Singapore, Google Play US, Enterprise Holdings US	78.9		78.9	96	
7	7	DDB	TMRW India Project, Bangchak Corporation (HI PREMIUM) Thailand Project	87.0	Virgin Media UK	77.4	278	
8	8	Wunderman Thompson	Code ComputerLove India Project, HSBC India Project	67.2	Grolsch Global	65.9	321	
9	9	Digitas	Jaguar Land Rover Automotive China, Chivas Brothers Limited China	57.1		54.6	142	
10	10	Publicis Worldwide	Qudos Mutual Ltd Australia, Biogen Inc. Canada, PKP INTERCITY S.A. Poland	43.1		43.1	152	
11	11	Dentsu	Orchard Healthcare Private Limited India, Financials: Diversified Banks Poland	44.7		41.4	451	
12	14	M&C Saatchi Group	Smartsheet US, SJ Sweden, BASF AGRO Brazil	40.9		38.4	191	
13	12	BBDO	MB Community CRM Management China, Fei Fan China, Samsung Cosumer electrical Thailand	49.3		37.0	125	
14	13	McCann WorldGroup	Ministry of Tourism India, MINISO China Project, Yes Bank India Project	35.8		35.8	115	
15	40	Code and Theory	Thomson Reuters US Project, Lenovo US Project	35.2		35.2	29	
16	15	Publicis.Sapient	Stellantis auto brands Europe digital	33.8		33.8	225	
17	16	MullenLowe Group	Ferrero International UK, Mexico, The Co-op UK digital CRM	37.9		32.9	34	
18	17	OKRP	Burger King US	29.0		27.0	1	
19	18	Wieden & Kennedy	Ford US, Amazon Music Global Project, Brooklyn Nets US Project	42.9		26.9	15	
20	21	Adam&Eve	Crisis, Deutsche Telecom Germany	28.0	National Highways UK	21.5	22	
						2022 (Jan-Dec):	1,574.9	5,339
						2021 (Jan-Dec):	2,261.9	4,529
						YoY Comparison:	-30.4%	17.9%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	Starcom	Kellog Company US, Aldi UK, Avon Serbia, Avon Hungary	165.3	Bristol-Myers Squibb Co. France	160.4	147
2	2	Zenith	Swarovski Global, L'Oreal Thailand, L'Oreal Malaysia, 3Bee Sri Italy	102.2	ONCE Spain	85.7	178
3	4	Carat	Deutsche Bahn Germany, Pandora EMEA, La Caixa Spain	93.5	BBK Electronics Philippines	85.5	193
4	3	PHD	Nordbutiker Sweden, WaterWipes Global, Stage Entertainment España	72.9	Fitness & Lifestyle Group Australia	67.4	117
5	5	Havas Media	Innocean Global, Bethesda UK, Visit California UK	80.7	Royal Mail UK	61.4	168
6	6	Mindshare	Voivo Japan, Grofers India, DS Group India, Sealy Korea Project	112.4	Uniqlo Hong Kong	59.5	195
7	8	dentsu X	A1 Telekom Austria, TAG US, Osterreich Werbung Germany	56.2		55.9	231
8	7	Initiative	Travel Alberta Canada, GetYourGuide UK, MALL PLAZA	57.3	Carnival Corporation Australia	55.4	128
9	11	OMD	Burberry Global, Suncorp Australia, Allianz France	89.4	Bosch, Siemens Poland	43.0	244
10	9	Spark Foundry	KFC US, Central Garden & Pet US, Bolt Ukraine Project	60.1	MasMovil Ibercom Spain	41.3	60
11	10	Wavemaker	Vodafone Australia, Free Telecom France, L'Oréal Poland, Royal	109.8	Tiffany & Co Taiwan	41.0	197
12	18	MediaCom	Sony Playstation Global, Emmi AG Switzerland, National Payments	83.4	Direct Line Insurance Group UK	38.4	221
13	12	Horizon Media	Glanbia Performance Nutrition US	23.5		23.5	5
14	13	Essence	Liby China, Nationwide Mutual Insurance US, Bombay Shaving	20.1		19.4	10
15	14	Performics	Pernod Ricard US, Bloomberg India, Cue Learn Pvt Ltd India, ZEN	18.8		18.8	87
16	15	Mediahub	Celebrity Cruises US	22.9	Dropbox Global	18.7	11
17	16	Digitas	L Brands US, Crocs Global, Norwegian Cruise Lines Global	17.5		17.5	37
18	17	OMG	Angkas Philippines	14.6		14.6	3
19	19	Universal McCann	Moneysupermarket UK, ITC India, BMW India	15.9	Estee Lauder Companies US	8.6	35
20	20	Hearts & Science	Oceania Healthcare New Zealand, Cascade New Zealand, Brolly	7.7	Betsson Norway	6.9	14
2022 (Jan-Dec):						976.3	2,869
2021 (Jan-Dec):						1,671.0	2,827
YoY Comparison:						-41.6%	1.5%
2022 Creative & Media (Jan-Dec):						2,551.3	8,208
2021 Creative & Media (Jan-Dec):						3,933.0	7,356
YoY Comparison:						-35.1%	11.6%

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.