



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	R/GA	Google Play US, YouTube Shopping US, Memorial Sloan Kettering US	59.4		59.4	53	
2	3	Leo Burnett	Rite Aid US, Jim Beam (from Beam Suntory) Global, Kashi (from Kellogg's) US	47.3		47.3	15	
3	2	VMLY&R	Pfizer US, ADT Security US, Wahl US Project, Pearson US, Lutron US Project, SC Johnson US	36.2		35.5	28	
4	24	Code and Theory	Lenovo US, Thomson Reuters rebrand US, EY US	35.2		35.2	29	
5	4	OKRP	Burger King US	29.0		27.0	1	
6	5	Barkley	Red Lobster US	21.0		21.0	2	
7	6	Zambezi	Under Armour Global	20.0		20.0	1	
8	7	TBWA	Jack In The Box US	21.0	Blue Diamond Growers US	18.8	2	
9	8	MullenLowe Group	HI-CHEW US, Bayer US	22.8	Schick US	17.8	6	
10	10	Ogilvy	Verizon US, Truly US, Audi US, SC Johnson Global	19.4		17.3	7	
11	9	Wieden & Kennedy	Ford US, Brooklyn Nets US Project, Amazon Music Global Project	33.0		17.0	7	
12	11	Droga5	LinkedIn Global, Philips Domestic Appliances Global, LiftMaster, Chamberlain Group US, Levi's Global, Hennessy NBA Global	15.5		15.5	8	
13	12	BBDO	Meta Portal Global, The General US	16.6		11.6	2	
14	13	Digitas	Crocs Global	14.1		11.6	10	
15	14	Havas Worldwide	Pfizer US Project, HARMAN Global, Bain Capital US Project	16.2		11.1	15	
16	15	Grey Group	Activision Blizzard, INC US Project, Haag-Streit USA Inc US, Hasbro, Inc US Project	10.3		10.3	10	
17	16	Publicis.Sapient	State of New Jersey US Project, Commonwealth of Pennsylvania US Project	10.1		10.1	67	
18	17	DDB	Espolon US, Merck Sotatercept US, Reynolds & Hefty US, Survey Monkey US	10.0		10.0	19	
19	18	Hawkeye	IBM US, Texas Capital Bank US	7.8		7.8	18	
20	19	Adam&Eve	2K Games US	11.7		7.7	5	
						2022 (Jan-Dec)	492.2	537
						2021 (Jan-Dec)	808.3	582
						YoY Comparison:	-39.1%	-7.7%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Frontier Communications US, Kellogg Company US	73.3		73.3	9	
2	2	Mindshare	Farrow & Ball Global, Discover US, Ferrero US, AirTable US, Singapore Economic Development Board US	42.0	BlueTriton (ex Nestle Waters) US	38.1	5	
3	3	PHD	Kimberly-Clark Global, Home Instead US, Restaurant Brands International (RBI) US	31.6		31.6	5	
4	4	Dentsu x	TAG US, Scenic Group Global digital media, McCormick US, The Aspen Group US	26.8		26.8	12	
5	5	Horizon Media	Glanbia Performance Nutrition US, Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters) US	23.5		23.5	5	
6	7	Havas Media	Innocean Global, MSC Cruises US, Harman International Industries Global	27.5	Grubhub US	18.8	13	
7	6	Spark Foundry	KFC US, Central Garden & Pet US	24.8	Sally Beauty US	18.1	6	
8	8	Digitas	L Brands US, Crocs Global, Norwegian Cruise Lines Global	17.2		17.2	35	
9	9	Mediahub	Celebrity Cruises US, Wolverine Global, Lyft US, Post Consumer Brands US, Pacaso US	20.3	Pluto US	16.0	9	
10	10	Essence	Nationwide Mutual Insurance US	15.5		15.5	3	
11	11	Wavemaker	Amazon Audible Global, Garrard Global	24.3		12.3	3	
12	12	Initiative	IT Client	7.7		7.7	2	
13	13	Hearts & Science	FedEx US, Reynolds US	6.3		6.3	2	
14	14	Crossmedia	Etiihad Airways Global, Planet Fitness US	7.0		6.3	2	
15	15	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1	
16	16	Performics	Pernod Ricard US, Valvoline US, BJ's Wholesale Club, Inc. US	3.6		3.6	7	
17	17	VaynerMedia	Tinder Global, Mondelez US & Canada Planning & Digital Buying	5.7	Lyft US	3.2	2	
18	18	Publicis Groupe	Pernod Ricard US	3.0		3.0	1	
19	19	Universal McCann	Grubhub US, Eargo US, Upwork US	7.7	Estee Lauder Companies US	2.7	4	
20	20	The Community	Plural US Project, Converse US Project, Diageo US Project	1.4		1.4	11	
						2022 (Jan-Dec)	255.9	174
						2021 (Jan-Dec)	449.1	180
						YoY Comparison:	-43.0%	-3.3%
						2022 Creative & Media (Jan-Dec)	748.1	711
						2021 Creative & Media (Jan-Dec)	1,257.4	762
						YoY Comparison:	-40.5%	-6.7%

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.