



2022 NEW BUSINESS LEAGUE HOLDING GROUP RANKING

Global / Jan - Dec

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	Publicis Groupe	473.5	331.1	804.6	5.5%	2,249
2	2	WPP	256.4	168.7	425.1	2.2%	1,786
3	3	Omnicom	129.7	131.4	261.1	1.7%	795
4	4	Interpublic	164.8	83.7	248.5	2.3%	464
5	5	Havas	149.7	60.3	210.0	10.4%	532
6	6	Dentsu	54.3	143.9	198.2	1.7%	1,175
7	7	Accenture	23.0	0.0	23.0	0.6%	14
8	8	Stagwell Group	-4.5	-6.0	-10.5	-0.6%	43
					2,160	2.7%	7,058

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.