



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Sep 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	3	R/GA	Metaverse US, Fender US, Enterprise Holdings US, Mattress Firm US	57.8		57.8	44
2	1	VMLY&R	SC Johnson US, AstraZeneca (DTC Brand) US, Campari Group US	32.7		32.7	18
3	2	OKRP	Burger King US	29.0		29.0	1
4	-	Barkley	Red Lobster US	21.0		21.0	2
5	-	Zambezi	Under Armour Global	20.0		20.0	1
6	4	TBWA	Jack In The Box US	21.0	Blue Diamond Growers US	18.8	2
7	5	MullenLowe Group	Vadilal ice creams Global, Aleve Global, KFC US, Fresh Step US Project	21.5	Schick US	16.5	4
8	16	Ogilvy	Audi US, SC Johnson Global	15.5		13.5	3
9	15	Adam&Eve	2K Games US	11.7		11.7	5
10	6	BBDO	Meta Portal Global, The General US	16.6		11.6	2
11	7	Droga5	LiftMaster, Chamberlain Group US, Levi's Global, Hennessy NBA Global, Aspen Skiing Company US, Instacart US	10.5		10.5	6
12	8	DDB	Merck Sotatercept US, Reynolds & Hefty US, Survey Monkey US	9.0		8.7	17
13	9	Digitas	Crocs Global	9.4		7.4	7
14	10	FIG	Viator US, Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.5		6.5	7
15	11	Code and Theory	Lenovo US, Thomson Reuters rebrand US, EY US	5.3		5.3	23
16	12	Partners & Spade	Schick US	5.0		5.0	1
17	13	Mischief@No Fixed Address	Anytime Fitness US, FanDuel Casino US	5.0		5.0	2
18	14	M&C Saatchi Group	Coca-Cola Sustainability US Project, NOBULL US, Anheuser Busch US	4.8		4.8	17
19	17	Publicis.Sapient	State of New Jersey US Project, Commonwealth of Pennsylvania US Project	3.9		3.9	13
20	18	BBH	Pacaso US Project, Leo Pharma Global	3.8		3.8	3

2022 (Jan-Sep)	327.5	318
2021 (Jan-Sep)	590.9	452
YoY Comparison:	-44.6%	-29.6%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Sep 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	McDonald's US, Allstate US, Zevia, LLC US	78.1		78.1	5
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	31.3		31.3	4
4	4	Dentsu x	McCormick US, The Aspen Group US, Upfield US	26.1		26.1	10
5	5	Wavemaker	Amazon Audible Global, Garrard Global	24.3		24.3	3
6	6	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters) US, BlueTriton Brands US, Pluto US	21.3		21.3	4
7	7	Essence	Nationwide Mutual Insurance US	15.5		15.5	3
8	8	Mediahub	Wolverine Global, Lyft US, Post Consumer Brands US, Pacaso US	17.3	Pluto US	15.0	8
9	9	Havas Media	Wolverine Global US, Urovant US, Guardent Health US, Lifescan US	21.0	Grubhub US	14.4	8
10	31	Initiative	IT Client	7.7		7.7	2
11	10	Digitas	Crocs Global, Norwegian Cruise Lines Global	7.5		7.5	2
12	11	Hearts & Science	FedEx US, Reynolds US	6.3		6.3	2
13	14	Crossmedia	Etihad Airways Global, Planet Fitness US	7.0		6.3	2
14	12	Decoded (MediaMonks)	Estee Lauder Companies US	5.0		5.0	1
15	13	Publicis Media	Planet Fitness US	5.0		5.0	1
16	15	Spark Foundry	KFC US	10.0	Sally Beauty US	3.3	2
17	16	VaynerMedia	Tinder Global, Mondelez US & Canada Planning & Digital Buying	5.7	Lyft US	3.2	2
18	17	Universal McCann	Grubhub US, Eargo US, Upwork US	7.7	Estee Lauder Companies US	2.7	4
19	18	Performics	Valvoline US, BJ's Wholesale Club, Inc. US	1.6		1.6	4
20	20	Carat	Califia Farms US, Serta Simmons US	3.3		1.3	2

2022 (Jan-Sep)	201.4	105
2021 (Jan-Sep)	347.2	142
YoY Comparison:	-42.0%	-26.1%

2022 Creative & Media (Jan-Sep)	528.9	423
2021 Creative & Media (Jan-Sep)	938.1	594
YoY Comparison:	-43.6%	-28.8%

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.