



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Havas Worldwide	Lotto.com US, AMR Belgium Project	123.1	Scholl Global	116.1	292
2	2	VMLY&R	SC Johnson US, Bank of Ayudha Thailand Project, Bank Albilad Spain Project	87.2	Singapore Tourism Board	87.2	151
3	4	Ogilvy	SC Johnson Global, Yadi China China, HeYou Hospital China	89.0	Siemens Global	83.9	381
4	5	R/GA	Enterprise Holdings US, Mattress Firm US, Memorial Sloan Kettering US	76.5		76.5	82
5	3	DDB	Flipkart India, NextSense - Cochlear Australia, Skittles Australia	80.9	Virgin Media UK	72.1	228
6	7	Wunderman Thompson	Costa Coffee Global, KFC Corp Thailand, Johnson & Johnson Philippines	62.6	Grolsch Global	59.6	262
7	6	Saatchi & Saatchi	NBA Europe, Akasa Air India	37.9	Fiji Tourism Global	36.3	99
8	14	Dentsu	MakeMyTrip India digital, Intel Demand Generation 2022 - Heroes Singapore Project	35.6		35.3	390
9	8	Digitas	Crocs Global, Barbour UK, Hey Dude Shoes US	33.9		31.9	68
10	9	M&C Saatchi Group	Hajdú Cheese Middle East, Jimmy Brings Australia Project, AUIB Iraq	34.1		31.6	137
11	10	BBDO	Determinant Apperal China Project, Bosch Social Corporate China Project	41.0		30.0	95
12	11	OKRP	Burger King US	29.0		29.0	1
13	12	McCann WorldGroup	Nikkei Japan Project, T.C. Pharmaceutical Thailand Project	27.9		27.9	88
14	13	MullenLowe Group	The Co-op UK digital CRM	30.7		25.7	19
15	15	Publicis Worldwide	Lavazza Italy, Atresmedia Spain	21.3		21.3	76
16	16	Leo Burnett	Victoria Plumbing UK, Standard Chartered Bank Global, Beam Suntory (Jim Beam Brand) US	21.7		21.1	88
17	17	Barkley	Creative AOR			21.0	2
18	18	Zambezi	Red Lobster US, Planet Fitness US	21.0		20.0	1
19	23	Adam&Eve	Under Armour Global	20.0		19.4	12
20	20	Publicis.Sapient	Crisis	19.4		18.8	47
			Stellantis auto brands Europe digital	18.8			
2022 (Jan-Sep):						1,105.6	3,498
2021 (Jan-Sep):						1,499.2	3,625
YoY Comparison:						-26.3%	-3.5%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	Erste Group Romania, McDonald's US, Abbott Laboratories India	136.1	Philippine National Bank Philippines	132.5	97
2	2	PHD	Cosentino Global Project, Bank Syariah Indonesia, Vienna Insurance	67.4	Fitness & Lifestyle Group Australia	62.2	109
3	10	Carat	Vodafone EMEA, Molson Coors UK/Ireland, GoodLife Fitness	71.4	BBK Electronics Philippines	52.0	145
4	5	Havas Media	Wolverine Global, Hyundai Kia Philippines	58.9	Farmacity Argentina	50.6	133
5	6	dentsu X	Korea Investment Korea Project, Kolmar B&H Korea Project	51.6		51.2	183
6	3	Wavemaker	Prada China, Sun Life Canada, American Express China, American	88.0	Tiffany & Co Taiwan	51.2	109
7	9	Initiative	EnergyAustralia Australia, PROMOTUR Spain, CHOCOLATES	51.9	Carnival Corporation Australia	51.0	101
8	4	Mindshare	Farrow & Ball Global, Foodpanda Hong Kong, DCH Auriga Hong Kong	110.1	PepsiCo China	50.3	179
9	7	Zenith	Plaggio Group Europe, Coffee Island Greece, Berl Jucker Public	60.3	ONCE Spain	43.9	102
10	8	Publicis Media	Mondelez Europe, PepsiCo India, SE Asia, AB InBev US, Europe, LVMH	45.1		43.1	28
11	15	OMD	Oetker Group Germany, Liberty Global Ireland, Gesamt Austria	75.9	Flybuys Australia	31.6	188
12	11	Horizon Media	Kohl's (Traditional media buying) US, BlueTriton (ex Nestle Waters)	21.3		21.3	4
13	12	Essence	Liby China, Nationwide Mutual Insurance US, Bombay Shaving	20.1		19.5	10
14	13	Mediahub	Legal Shield US, Arla Foods Australia	19.9		17.7	10
15	58	OMG	Angkas Philippines	14.6		14.6	3
16	14	Performics	Mondelez International India, Lenskart India, Feu Vert	14.4		14.4	61
17	16	Digitas	Crocs Global, Norwegian Cruise Lines Global	12.1		12.1	2
18	127	MediaCom	Nestle Germany, Duracell US Digital, Bosch, Siemens China eCommerce	50.7		8.0	129
19	17	Hearts & Science	Oceania Healthcare New Zealand, Cascade New Zealand, Broly	7.7	Betsson Norway	6.9	14
20	20	Crossmedia	Planet Fitness US, Etihad Airways Global	7.5		6.5	2
2022 (Jan-Sep):						730.7	2,056
2021 (Jan-Sep):						1,180.2	2,019
YoY Comparison:						-38.1%	1.8%
2022 Creative & Media (Jan-Sep):						1,836.3	5,554
2021 Creative & Media (Jan-Sep):						2,679.4	5,644
YoY Comparison:						-31.5%	-1.6%

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.