



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jan 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	-	MullenLowe Group	KFC US	15.0		15.0	1
2	3	VMLY&R	FMCG Client	9.0		9.0	3
3	24	FIG	Healthline US, Illumina Global, Major League Baseball (MLB) US Project	6.0		6.0	6
4	16	DDB	Orkin US	2.8		2.8	2
5	14	BBH	Pacaso US Project	2.0		2.0	1
6	-	Saatchi & Saatchi	Siemens Global	2.0		2.0	1
7	-	Joan Creative	S&P Global Global	1.0		1.0	1
8	-	Spring Studios	TUMI luggage Global	1.0		1.0	1
9	28	David	Wallbox US	0.5		0.5	1
10	41	Erich & Kallman	Dole fruit US	0.5		0.5	1
11	-	Terri & Sandy	Universal Nutrition US	0.5		0.5	1
12	-	Uncommon	Intl Olympic Committee Global	0.5		0.5	1
13	-	Goodby Silverstein	Idorsia US	0.5		0.5	1

2022 (Jan)	26.8	23
2021 (Jan)	61.5	40
YoY Comparison:	-56.4%	-42.5%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jan 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	34	Starcom	McDonald's US	25.0		25.0	1
2	6	Spark Foundry	KFC US	7.5		7.5	1
3	10	Havas Media	Edgewell Personal Care US, Klarna US	6.3		6.3	2
4	-	Hearts & Science	Reynolds US AOR	2.0		2.0	1
5	18	VaynerMedia	Tinder Global	0.7		0.7	1
6	-	Mindshare	Singapore Economic Development Board US	0.3		0.3	1
7	-	Zimmerman	Yuengling beer US	0.2		0.2	1

2022 (Jan)	12.3	9
2021 (Jan)	60.5	17
YoY Comparison:	-79.7%	-47.1%
2021 Creative & Media (Jan-Dec)	39.1	32
2020 Creative & Media (Jan-Dec)	121.9	57
YoY Comparison:	-67.9%	-43.9%

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.