



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	4	Ogilvy	Nippon Paint Holdings China, Gaussian Networks India, Emma Mattress Hong Kong	23.2	Siemens Global	18.2	113	
2	26	MullenLowe Group	KFC US	15.0		15.0	1	
3	6	DDB	DoorDash Australia, Orkin US, Airtel India Project	14.7		14.7	22	
4	17	BBH	Singapore Tourism Board, Pacaso US Project, Wild UK Project	11.7		11.7	3	
5	13	BBDO	Hole19 UK, Budweiser China project, Liang Ping China project	7.0		7.0	18	
6	15	Saatchi & Saatchi	Siemens Global, TUC crackers Europe, Churchill Insurance UK	6.0		6.0	3	
7	45	FIG	Healthline US, Murrumbidgee Global, Major League Baseball (MLB) US Project	6.0		6.0	6	
8	3	VMLY&R	Netto Sp. z o.o. Poland Project, Boonthavorn Thailand Project, ITC India	12.2	Singapore Tourism Board	3.0	25	
9	-	Spring Studios	TUMI luggage Global	2.0		2.0	1	
10	11	M&C Saatchi Group	TikTok Indonesia Project, Shareit Global India Project, Lancar by Danamas Indonesia Project	1.7		1.7	9	
11	-	Kolle Rebbe	SMART Europe, Barmer Germany, Deichmann Germany social	1.5		1.5	3	
12	10	Wunderman Thompson	Movistar Spain, LAUNCHMYCAREER India, HSBC India Project	1.3		1.3	13	
13	12	Grey Group	Müller Milch Germany, Edison SpA Italy, Hong Leong Group Hong Kong	1.8	Barmer Germany	1.3	7	
14	23	FCB	Hershey's, Reese's etc Canada	1.0		1.0	1	
15	48	David	Wallbox US, Corona Sunbrew Canada	1.0		1.0	2	
16	89	Joan Creative	S&P Global Global	1.0		1.0	1	
17	56	Wondrlab	Everest India, Spotify India LLP India, Times of India	0.9		0.9	19	
18	-	The Royals	Deliveroo Australia, SmartPay Australia, Guide Dogs Australia	0.5		0.5	4	
19	58	Uncommon	Intl Olympic Committee Global	0.5		0.5	1	
20	73	Erich & Kallman	Dole fruit US	0.5		0.5	1	
						2022 (Jan):	79.7	273
						2021 (Jan):	132.0	294
						YoY Comparison:	-39.6%	-7.1%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	2	Mindshare	Dyson China, Britannia India, Zegna China	29.8	Danamon Indonesia	28.5	39
2	90	Starcom	McDonald's US	25.0		19.8	1
3	6	Havas Media	Edgewell Personal Care US, Weleda D-A-CH, Klarna US	7.7		7.7	3
4	8	Spark Foundry	KFC US	7.5		7.5	1
5	9	Zenith	Singapore Tourism Board	5.2	Kao Brands UK	5.0	1
6	7	PHD	Chanel China, Chanel Hong Kong Project, Paragon Indonesia Digital	6.2	Im-Bru, AG Barr UK	4.6	20
7	12	Essence	Mars EMEA	2.5		2.5	1
8	-	Hearts & Science	Reynolds US, Superloop Australia Project	2.2		2.2	3
9	30	VaynerMedia	Tinder Global	1.0		1.0	1
10	-	IPG Team Dynamic	BMW, Mini ANZ AP ZA ME	1.0		1.0	1
11	51	Ryvalmedia	Bet365 Digital Australia, Live Nation Australia, New Era Australia	1.0		1.0	9
12	11	Initiative	Decentralized Administration of Attica Greece Project, Stad	1.2	Mettle UK	0.9	14
13	52	The7Stars	Im-Bru, AG Barr UK, Kao Brands UK	0.5		0.5	2
14	-	Touche	Lotto Quebec Canada Planning	0.3		0.3	1
15	46	Electric Glue	Charlie Bigham's UK	0.2		0.2	1
16	-	Zimmerman	Yuengling beer US	0.2		0.2	1
17	84	Bountiful Cow	Busuu UK	0.3	Charlie Bigham's UK	0.1	1
18	35	Media Kinnect	Turtlemint India	0.0		0.0	1
19	-	DRUM	ANZ New Zealand Projects, James Hardie New Zealand Projects	0.0		0.0	7
20	78	Annallect	Telecom Client	0.0		0.0	3

2022 (Jan):	58.1	153
2021 (Jan):	144.4	169
YoY Comparison:	-59.7%	-9.5%

2022 Creative & Media (Jan):	137.8	426
2021 Creative & Media (Jan):	276.4	463
YoY Comparison:	-50.1%	-8.0%

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.