



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 2023

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	VMLY&R	Federal Ministry of Labor and Social Affairs Germany Project	7.8		7.8	8
2	29	Wieden & Kennedy	Hennessy Global	5.0		5.0	1
3	1	Havas Worldwide	COJO PARIS 2024 France Project, Grand Frais France, GROUP ADP France Project	3.0		3.0	10
4	9	Adam&Eve	BT Business UK, Inspired Villages UK	1.7		1.7	2
5	10	M&C Saatchi Group	LIFEI Sweden, Norway and Finland, LIDL Germany Project, Masdar UAE Project	1.4		1.4	17
6	-	Elvis	Tate & Lyle Sugars UK, Lyle's Golden Syrup UK	0.9		0.9	2
7	-	Perfect Storm	Inntravel UK Digital, Costcutter UK Digital	0.9		0.9	2
8	2	Saatchi & Saatchi	Alvarium Tiedemann UK	0.5		0.5	1
9	11	Wunderman Thompson	Virgin Red UK	0.5		0.5	1
10	24	Fold7	Thortful.com UK	0.5		0.5	1
11	51	Pablo	P&O Cruises UK	0.5		0.5	1
12	91	The Corner	Asahi UK	0.5		0.5	1
13	-	Harbour	Network UK Brand & Creative	0.5		0.5	1
14	-	Cheil	Collinson UK	0.5		0.5	1
15	-	We are Pi	Booking.com UK	0.5		0.5	1
16	-	Forsman & Bodenfors	Mandarin Oriental Hotel Group UK	0.5		0.5	1
17	14	Ogilvy	AkzoNobel EMEA	0.3		0.3	1
18	77	Grey Group	Ikea Dubai	0.3		0.3	1

2023 (Jan):	20.0	53
2022 (Jan):	8.5	25
YoY Comparison:	134.4%	112.0%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Jan 2023

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	18	EssenceMediacom	Skybet UK, A2A Italy, Flutter UK	12.6		12.6	7
2	11	Wavemaker	Cameo Italy, Bergman Clinics Netherlands, Atlantia Italy	1.9		1.9	17
3	-	Brainlabs	Estée Lauder UK	1.5		1.5	1
4	6	Initiative	Protergia Greece, CIVITATIS Spain, Caneva Italy	0.4		0.4	4
5	8	Havas Media	Brompton UK Project	0.2		0.2	1
6	32	Total Media	AJ Bell UK	0.2		0.2	1
7	40	Bountiful Cow	La Famiglia Rana UK	0.2		0.2	1
8	44	Assembly	Mandarin Oriental Hotel Group UK	0.2		0.2	1
9	-	Bicycle London	Tate & Lyle Sugars UK	0.2		0.2	1
10	-	Wake The Bear	Thortful.com UK	0.2		0.2	1
11	14	M/SIX	Webfleet solutions UK, Kavak / Carvak Turkey	0.1		0.1	2
12	-	Republic of Media	Donald Russell UK	0.1		0.1	1

2023 (Jan):	17.8	53
2022 (Jan):	13.1	52
YoY Comparison:	35.6%	1.9%

2023 Creative & Media (Jan):	37.8	106
2022 Creative & Media (Jan):	21.6	77
YoY Comparison:	74.6%	37.7%

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.