



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	19	Wieden & Kennedy	Amazon Prime Global, Allstate US, Hennessy Global	24.5		24.5	6	
2	2	Ogilvy	Verizon US B2B, AkzoNobel EMEA, Coca-Cola Company Hong Kong	10.5		10.5	31	
3	12	M&C Saatchi Group	Australian Retirement Trust Australia, Astra Credit Company (ACC One & Satir Kanan) Indonesia Federal Ministry of Labor and Social Affairs Germany Project, The Pizza Company Thailand	10.2		10.2	42	
4	3	VMLY&R	Affairs Germany Project, The Pizza Company Thailand	8.5		8.5	17	
5	11	Dentsu	Apple TV+ US	5.1		5.1	2	
6	1	Havas Worldwide	DICKIES US, BYD India Pvt Ltd India Project, COJO PARIS 2024 France Project	4.8		4.8	16	
7	15	Code and Theory	Finance Client	4.5		4.5	3	
8	13	BBDO	Jack Daniel's Tennessee Whiskey India, Roewe China	4.4		4.4	19	
9	90	Accenture Song	Edward Jones US	4.0		4.0	1	
10	24	Grey Group	Barwa Bank Qatar, Boonrawd Trading - Leo Beer Thailand Project	3.6		3.6	12	
11	129	Terri & Sandy	Nestlé Health Science US	3.0		3.0	1	
12	20	Adam&Eve	BT Business UK, Inspired Villages UK	1.7		1.7	2	
13	106	Centrick	Kirloskar - Industrial Engines India, EFL CSR Project India Virgin Red UK, NPCI India, Mirum	1.6		1.6	7	
14	8	Wunderman Thompson	Dubai (Capital Catering, ADNEC, Alain) India	1.5		1.5	10	
15	26	TBWA	Pernod Ricard Australia, Kraft Heinz Australia, Moccona Australia	1.4		1.4	3	
16	-	NP Digital	Meet Alfred Australia Project , Hewlett Packard Australia Project	1.0		1.0	14	
17	170	Elvis	Tate & Lyle Sugars UK, Lyle's Golden Syrup UK	0.9		0.9	2	
18	-	Perfect Storm	Intravel UK Digital, Costcutter UK Digital	0.9		0.9	2	
19	5	Saatchi & Saatchi	Alvarium Tiedemann UK	0.5		0.5	1	
20	43	Team One	KB Home US Strategic & Creative AOR	0.5		0.5	1	
						2023 (Jan):	70.6	234
						2022 (Jan):	79.7	273
						YoY Comparison:	-11.4%	-14.3%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	-	Omnicom Media Group	L'Oreal US	60.0		60.0	1
2	12	EssenceMediacom	Skybet UK, Vivo Mobile, IQOO India, A2A Italy	16.9		16.9	14
3	6	Mindshare	The Investor and Financial Education Council Hong Kong, DBS	9.3		9.3	20
4	7	dentsu X	McCormick & Co US & Canada, Tencent IEG China, Casetify China	7.3		7.3	4
5	43	Mediaplus	Siemens Global	2.5		2.5	1
6	27	LS Digital	Smartcoin India, More Retail India, Allen Digital India	2.2		2.2	8
7	-	Cavas Worldwide	Edward Jones US	2.0		2.0	1
8	-	Brainlabs	Estée Lauder UK	1.5		1.5	1
9	8	Initiative	Jemena Australia, Protergia Greece, CIVITATIS Spain	1.1		1.1	9
10	3	Carat	Mageline China Planning	0.7		0.7	1
11	21	M/SIX	Dr. Reddy's Laboratories Ltd India, Webfleet solutions UK,	0.6		0.6	8
12	5	Havas Media	Innocean Worldwide Korea	0.5		0.5	2
13	138	Assembly	Mandarin Oriental Hotel Group UK	0.2		0.2	1
14	59	Total Media	AJ Bell UK	0.2		0.2	1
15	137	Bountiful Cow	La Famiglia Rana UK	0.2		0.2	1
16	-	Wake The Bear	Thortful.com UK	0.2		0.2	1
17	-	Wieden & Kennedy	Calzedonia (media) US	0.2		0.2	1
18	115	Republic of Media	Donald Russell UK	0.1		0.1	1

2023 (Jan):	53.0	104
2022 (Jan):	58.1	153
YoY Comparison:	-8.8%	-32.0%

2023 Creative & Media (Jan):	123.6	338
2022 Creative & Media (Jan):	137.8	426
YoY Comparison:	-10.3%	-20.7%

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.