

# 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

### UK / 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	61	VMLY&R	Pharma Client	2.20		2.20	4
2	12	Adam&Eve	BT Business, Inspired Villages	1.28		1.28	2
3	40	Elvis	Tate & Lyle Sugars, Lyle's Golden Syrup	0.70		0.70	2
4	-	Perfect Storm	Inntravel Digital, Costcutter Digital	0.70		0.70	2
5	3	Saatchi & Saatchi	Alvarium Tiedemann	0.35		0.35	1
6	16	Pablo	P&O Cruises	0.35		0.35	1
7	41	The Corner	Asahi	0.35		0.35	1
8	46	Fold7	Thortful.com	0.35		0.35	1
9	49	Harbour	Network Brand & Creative	0.35		0.35	1
10	50	Wunderman Thompson	Virgin Red	0.35		0.35	1
11	-	Cheil	Collinson	0.35		0.35	1
12	-	We are Pi	Booking.com	0.35		0.35	1
13	-	Forsman & Bodenfors	Mandarin Oriental Hotel Group	0.35		0.35	1

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2023 (Jan): 8.0



## **2023 MEDIA AGENCIES NEW BUSINESS LEAGUE**

#### UK / Jan 2023

RANK THIS MONTH	RANK LAST MONTH	AGENCY	<b>RECENT WINS</b>	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	11	EssenceMediacom	Skybet, Flutter	8.26		8.26	2
2	-	Brainlabs	Estée Lauder	1.16		1.16	1
3	7	Havas Media	Brompton Project	0.16		0.16	1
4	21	Total Media	AJ Bell	0.16		0.16	1
5	29	Bountiful Cow	La Famiglia Rana	0.16		0.16	1
6	-	Assembly	Mandarin Oriental Hotel Group	0.16		0.16	1
7	-	Bicycle London	Tate & Lyle Sugars	0.16		0.16	1
8		Wake The Bear	Thortful.com	0.16		0.16	1
9	8	M/SIX	Webfleet solutions	0.10		0.10	1
10		Republic of Media	Donald Russell	0.09		0.09	1
					2023 (Jan):	10.5	11

#### METHODOLOGY

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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.three.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing R0I.