



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	11	Wieden & Kennedy	Amazon Prime Global, Allstate US, Bloomberg US	19.0		19.0	4
2	10	Ogilvy	Verizon US B2B	8.3		8.3	2
3	155	Dentsu	Apple TV+ US	5.0		5.0	1
4	4	Code and Theory	Finance Client	4.5		4.5	3
5	61	Accenture Song	Edward Jones US	4.0		4.0	1
6	64	Terri & Sandy	Nestlé Health Science US	3.0		3.0	1
7	25	M&C Saatchi Group	Samsonite US, glo US, Dasani US Project	1.2		1.2	4
8	31	Team One	KB Home US Strategic & Creative AOR	0.5		0.5	1
9	54	72andSunny	Zillow US	0.5		0.5	1
10	-	Baker & Bonner	Community Coffee US	0.5		0.5	1
11	-	Haberman	Egglife Foods US	0.5		0.5	1
12	15	Havas Worldwide	DICKIES US	0.3		0.3	1
13	16	Grey Group	AstraZeneca Confidential Brand US	0.3		0.3	1

2023 (Jan)	27.9	22
2022 (Jan)	26.8	23
YoY Comparison:	4.1%	-4.3%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	4	Dentsu x	McCormick & Co US & Canada	4.0		4.0	1
3	-	Mediplus	Siemens Global	2.5		2.5	1
4	-	Cavas Worldwide	Edward Jones US	2.0		2.0	1
5	-	Wieden & Kennedy	Calzedonia (media) US	0.2		0.2	1
6	54	OMD		0.0	Edward Jones US	-2.0	0
7	53	MediaCom		0.0	Siemens Global	-2.5	0
8	11	Wavemaker		0.0	L'Oreal US	-60.0	0

2023 (Jan)	4.2	5
2022 (Jan)	12.3	9
YoY Comparison:	-65.9%	-44.4%
2023 Creative & Media (Jan)	32.1	27
2022 Creative & Media (Jan)	39.1	32
YoY Comparison:	-17.9%	-15.6%

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 Apr keting ROI.