



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	Adam&Eve	Amazon Europe, SharkNinja UK Project, Savills UK, Halifax UK, BT Business UK, Eurostar Europe	57.9	John Lewis Partnership UK	51.0	8	
2	2	Havas Worldwide	Abbott UK, Europa-Park Germany Project, Gaznat Switzerland	39.4		29.4	121	
3	17	McCann Worldgroup	Durex Europe, IKEA (Branding) Global	31.0		25.1	2	
4	1	IPG Health	Pfizer Global	25.0		25.0	1	
5	3	Publicis Worldwide	Barilla GR Fratelli France Retainer, Samsung Electronics France Project, The Standard Bank of South Africa Limited. South Africa Project	24.1		24.1	74	
6	4	VMLY&R	Federal Ministry for Families, Senior Citizens, Women and Youth Germany Project	16.9		16.9	25	
7	5	Leo Burnett	Allwyn UK, Puma Turkey	16.4		16.4	39	
8	6	M&C Saatchi Group	PUMA STREET CRICKET UAE Project, ADQ Climate Change Fund Identity UAE Project	14.7		14.2	82	
9	-	Serviceplan	Lufthansa Airlines Global	14.0		13.2	1	
10	7	Saatchi & Saatchi	Suway franchise won	12.6		12.6	39	
11	8	Epsilon	Headquarters Germany, John Lewis Project, The Standard Bank of South Africa Limited. South Africa Project, La Francaise des Jeux France Project	12.2		12.2	60	
12	9	Digitas	Novartis Holding AG Poland, OSHO United Arab Emirates, United Homeware Company - nice United Arab Emirates Project	11.1		11.1	37	
13	13	Dentsu	Kiwa N.V. Finland Project, Ikano Bank AB (publ) Sweden Project, Spendrups Bryggeriaktiebolag Sweden Project	10.9		10.9	86	
14	69	VCCP	Allwyn UK, Primark Global, Nutribullet Global	9.8		9.8	5	
15	10	Wunderman Thompson	Lenovo (B2B) Global, Virgin Red UK	8.8		8.5	3	
16	20	Ogilvy	Uber & Uber Eats Spain, Nencini Italy	8.5		8.2	38	
17	12	MSL	Currys Group Limited UK, Oppo Mobile Italy, Barilla GR Fratelli Italy	7.7		7.7	37	
18	14	Grey Group	UniCredit Italy Project, Aldo Shoes Dubai Project, Network International AE Dubai	7.0		7.0	22	
19	15	Wieden & Kennedy	Hennessy Global, Kraft Heinz UK	5.4	Intuit Quickbooks UK	5.0	2	
20	16	Carre Noir	Total France Project, Le Manège A Bijoux France Project, NAOS France Project	5.0		5.0	25	
						2023 (Jan-Sep):	336.0	833
						2022 (Jan-Sep):	339.3	801
						YoY Comparison:	-1.0%	4.0%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Sep 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	1	WPP(OpenMind)	Nestlé Europe	50.0		50.0	1
2	2	OMD	Shark Ninja UK, Molson Coors EMEA, LNER UK	29.1	Clas Ohlson Sweden	28.4	48
3	3	Havas Media	Shell Global, GIF France, Keytrade Bank Belgium	28.7	Loterias y Apuestas del Estado Spain	28.0	68
4	5	iProspect	Ferrero France, Netflix UK, Ferrero Poland	22.8		22.6	45
5	9	Wavemaker	Rituals Finland All Offline, Wayfair UK, Ministerio De Agricultura Ganaderia Acuacultura Y Pesca Spain	26.3	Netflix UK	20.0	149
6	7	PHD	Uber Global(NA, EU, LA) Global, HSBC Global, etsy Germany	19.2	Fortum Sweden / Norway / Finland	18.5	39
7	8	Carat	El Corte Ingles Spain, ConCardis Germany, Ferrero UK	18.6	Hennig-Olsen Norway	18.3	27
8	6	Zenith	Adobe Systems Incorporated UK, Western Union Germany, Adobe Germany	8.1		7.3	35
9	14	Dentsu X	Ferrero Germany, Banco Sabadell Spain, Nordic Choice Hotels	7.0		7.0	14
10	10	Croud	PLC UK Project, Magnet Kitchens	4.2		4.2	4
11	16	Brainlabs	Dreamies (Mars Petcare) Germany, France, UK Project	4.0		4.0	3
12	12	Hearts & Science	Jaguar Land Rover (JLR) Global	3.7		3.7	2
13	11	Starcom	Byredo Italy	4.8		3.6	18
14	13	Digitas	Western Union Financial Services, Inc Germany	3.0		3.0	18
15	4	EssenceMediacom	Bourne Leisure Group UK Travel, Skybet UK, A2A Italy, Flutter UK	16.6	Shell Global	2.5	19
16	15	Mediahub	HubSpot UK, Esprit Global	2.1		1.6	2
17	17	Performics	Western Union France, Western Union UK, SOS electronic s.r.o. Slovakia	1.3		1.3	14
18	19	NP Digital	Aleph srl Italy, Teamup UK, Fountain Filters UK, Total Mobile Ltd UK	1.0		1.0	18
19	18	Publicis Media	Pfizer Global, Western Union Netherlands, Elida (Zwitsal) Netherlands, Western Union	27.4	Nestlé Europe	0.9	22
20	20	Spark Foundry	GOODYEAR DUNLOP TIRES OPERATIONS SA Poland	0.9		0.9	6

2023 (Jan-Sep):	226.4	625
2022 (Jan-Sep):	239.3	575
YoY Comparison:	-5.4%	8.7%

2023 Creative & Media (Jan-Sep):	562.4	1,458
2022 Creative & Media (Jan-Sep):	578.6	1,376
YoY Comparison:	-2.8%	6.0%

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 Junketing ROI.