



## 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	IPG Health	Pfizer Global	200.0		200.0	1	
2	2	Ogilvy	Verizon US, Momo Taiwan Project, Haidilao China, Sinopharm China Project	154.0		150.1	313	
3	3	Dentsu	Canon Do Brasil Indústria E Comércio Ltda. Brazil, Techcombank Vietnam Project, Abbott Vietnam Project	103.7		103.1	426	
4	4	Wunderman Thompson	Lenovo (B2B) Global, KFC Brazil , Breyers US	57.5		56.9	55	
5	22	Adam&Eve	Savills UK, BT Business UK, Inspired Villages UK, Amazon Europe	57.9	John Lewis Partnership UK	51.0	8	
6	8	Havas Worldwide	EUROPA-PARK Germany Project, Gaznat Switzerland, LACTALIS Switzerland Project	61.6	Durex	49.5	184	
7	7	Grey Group	Procter & GambleUS Project, Revance Therapeutics, Inc. US Project, Coca-Cola US Project	49.0		47.9	153	
8	6	VMLY&R	Federal Ministry for Families, Senior Citizens, Women and Youth Germany Project, Xiaomi China Project	44.6		44.6	144	
9	5	Leo Burnett	Tillamook County Creamery Association (Chute) US Retainer, Allwyn UK Project, Charles & Keith Group Korea Retainer	43.7		43.5	116	
10	9	Publicis Worldwide	The Standard Bank of South Africa Limited, Novo Nordisk A/S Brazil	42.1		42.1	128	
11	10	M&C Saatchi Group	I-MED Radiology Australia Project, Vic Gov - State Electricity Commission Australia, Federal Gov - CDR Australia Project	39.4	Currys Group Limited UK	38.9	178	
12	11	BBDO	NIO China, BANGKOK BANK Thailand, Great Eastern Singapore	38.5		37.6	124	
13	12	Wieden & Kennedy	Kraft Heinz UK, MLB US, Chili's US Project, Google Search Brazil, Riot Games China	35.2	TurboTax US	33.8	16	
14	13	MSL	Currys Group Limited UK, Oppo Mobile Italy, Barilla GR Fratelli Italy	32.9		32.9	154	
15	14	Saatchi & Saatchi	Samsung Electronics Co Ltd US, Subway Franchise World Headquarters Germany, Torrent Pharma India	29.3		29.3	86	
16	15	Digitas	Novartis Holding AG Poland, OSHO United Arab Emirates, SharkNinja Operating LLC US Project	24.7		24.7	80	
17	16	DDB	CAL Creations Company Limited Thailand Project, Inframat India Project, Omega watches India Project	28.8	John Lewis PLC UK	23.5	98	
18	-	Serviceplan	Lufthansa Airlines Global	20.0		19.2	1	
19	17	R/GA	TurboTax US, Innovasport US, Google Career Certificates US	18.0		18.0	56	
20	18	FCB	Amazon Group India, TVS India, Google India India	16.8		16.8	149	
						2023 (Jan-Sep):	1,184.9	3,235
						2022 (Jan-Sep):	1,105.6	3,498
						YoY Comparison:	7.2%	-7.5%



## 2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	Publicis Media	Pfizer Global, LVMH US, Signet Jewelers US	184.1	Under Armour Global	151.6	28	
2	3	OMD	Shark Ninja UK, Betsson Peru, Chile, Colombia, Molson Coors	76.8	TVN Chile Project	66.0	112	
3	5	Havas Media	Shell Global, Natura & Co Argentina, Colombia, Chile, Ecuador, Mexico	72.5	Loterias y Apuestas del Estado Spain	64.7	138	
4	8	NP Digital	AARP US, Trade Zero US, Threat Locker US	62.9		62.9	613	
5	2	Omnicom Media Group	L'Oreal US	61.1		61.1	7	
6	4	WPP(OpenMind)	Nestlé Europe	50.0		50.0	1	
7	13	PHD	Uber Global (NA, EU, LA), HSBC Global, McCain Foods US	49.1	Unilever Australia	46.3	85	
8	10	iProspect	Ferrero France, Netflix UK, Ferrero Poland	35.5	Allwyn UK	35.2	151	
9	7	Zenith	Adobe Systems Incorporated Singapore, Giorgio Armani	43.8		41.5	71	
10	6	Mindshare	Unilever Australia, Unilever New Zealand, Su:m37° China	53.7	Kimberly-Clark US	29.1	106	
11	159	Wavemaker	Shopee Philippines Philippines, BDO Unibank Inc. Philippines, Fine Today	106.0	Netflix UK	22.8	221	
12	11	Mediabrand	Bristol Myers Squibb DTC Brand US	22.5		22.5	2	
13	9	Initiative	Monde Nissin Philippines, ASB Bank Australia, British Council Singapore	40.1	Carlsberg Group Global	29.7	79	
14	15	dentsu X	Ferrero Germany, Banco Sabadell Spain, Nordic Choice Hotels Sweden	20.5	Gamesofa Taiwan	19.8	78	
15	-	K-C One(Publicis)	Kimberly-Clark US	17.0		17.0	1	
16	14	Camelot	Hardee's and Carl's Jr. US	15.0		15.0	1	
17	16	Hearts & Science	V Credit Hong Kong, MOX by Standard Chartered Hong Kong	14.7		13.2	12	
18	30	Brainlabs	Shoe Carnival US, Cirque Du Soleil US Project, Magnifi US	12.2		12.2	14	
19	18	LS Digital	TATA Realty India, Blinkit India, NOKIA India	10.6		10.6	99	
20	17	Mediahub	Silversea Global, HubSpot UK, Dow Jones US	9.8	Netflix UK	9.3	6	
						2023 (Jan-Sep):	745.9	2,302
						2022 (Jan-Sep):	730.7	2,056
						YoY Comparison:	2.1%	12.0%
						2023 Creative & Media (Jan-Sep):	1,930.8	5,537
						2022 Creative & Media (Jan-Sep):	1,836.3	5,554
						YoY Comparison:	5.1%	-0.3%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.