



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	150.0		150.0	1	
2	2	Ogilvy	Verizon US, Jameson US, Verizon US B2B	94.1		91.1	8	
3	4	Dentsu	Apple TV+ US	58.7		58.7	101	
4	3	Wunderman Thompson	Lenovo (B2B) Global, Breyers US, Campari US CRM	33.5		33.5	11	
5	5	Wieden & Kennedy	MLB US, Chili's US Project, Amazon Prime Global, Allstate US,	22.3	TurboTax US	21.3	6	
6	6	R/GA	TurboTax US, Innovasport US, Google Career Certificates US	12.1		12.1	23	
7	7	Grey Group	Procter & Gamble (P&G) US Project, Revance Therapeutics, Inc. US	9.9		9.9	18	
8	9	VMLY&R	Texas A&M US, Alicorp US, ADT US, Conn's HomePlus US	7.7		7.7	24	
9	8	PXP	General Motors Company US Project, BEAM SUNTORY INC US,	6.6		6.6	20	
10	10	Saatchi & Saatchi	Samsung Electronics Co Ltd US, Sierra Nevada Brewing Company,	5.2		5.2	5	
11	11	DDB	The Aspen Group US, Gift of Life US Pro Bono / Project, Manscaped US	5.0		5.0	5	
12	12	M&C Saatchi Group	JPMorgan Chase US, Communities in Schools US, Science in Sport US,	4.7		4.7	12	
13	13	Code and Theory	Finance Client	4.5		4.5	6	
14	14	VaynerMedia	Bose Global	5.0		4.5	1	
15	15	Accenture Song	Edward Jones US	4.0		4.0	1	
16	16	Barkley	Ruiz Foods US, Mariner Wealth Advisors US, UCLA US Project	4.0		4.0	8	
17	-	Serviceplan	Lufthansa Airlines Global	4.0		4.0	1	
18	17	Leo Burnett	Tillamook County Creamery Association (Chute) US, Maker's	3.9		3.9	4	
19	18	Terri & Sandy	Nestlé Health Science US	3.0		3.0	1	
20	19	FCB	Intuit Quickbooks US	3.0		3.0	1	
						2023 (Jan-Sep)	395.0	340
						2022 (Jan-Sep)	327.5	318
						YoY Comparison:	20.6%	6.9%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Signet Jewelers US, Pfizer US	120.4	Under Armour Global	115.1	4
2	2	Omnicom Media Group	L'Oreal US	60.0		60.0	1
3	4	NP Digital	AARP US, Trade Zero US, Threat Locker US	44.0		44.0	301
4	3	Mediabrand	Bristol Myers Squibb DTC Brand US	22.5		22.5	2
5	-	K-C One(Publicis)	Kimberly-Clark US	17.0		17.0	1
6	5	OMD	Beiersdorf, Vans Global, Boehringer Ingelheim HCP US	24.8	Edward Jones US	15.3	4
7	6	Camelot	Hardee's and Carl's Jr. US	15.0		15.0	1
8	14	PHD	Uber (NA, EU, LA) Global, McCain Foods US, HSBC Global	14.7		14.7	4
9	7	Zenith	Adobe Systems Incorporated	15.0		14.5	1
10	8	Initiative	Constellation Brands North America, Montenegro SPA US	15.2	Carlsberg Group Global	8.3	2
11	15	iProspect	Carlsberg Group Global	6.8		6.8	2
12	10	Mediahub	Silversea Global, Dow Jones US, Schwan's company Brands US,	6.2		6.2	5
13	-	Brainlabs	Shoe Carnival US, Cirque Du Soleil US Project, Magnifi US	5.5		5.5	10
14	11	Wpromote	Brightspeed US, Nestle Purina US, Self Esteem Brands	4.8		4.8	6
15	12	Dentsu x	Kroger US, Max Mara US, Crayola US, McCormick & Co US & Canada	4.7		4.7	6
16	13	Hearts & Science	Jaguar Land Rover (JLR) Global	6.0		4.5	1
17	32	Havas Media	Shell Global, PNC Bank US, Indrive Global - full media planning and	9.5		4.4	3
18	16	Digitas	Luxury Client	3.2		3.2	3
19	17	Mediaplus	Siemens Global	2.5		2.5	1
20	18	Cavas Worldwide	Edward Jones US	2.0		2.0	1

2023 (Jan-Sep)	182.5	418
2022 (Jan-Sep)	201.4	105
YoY Comparison:	-9.4%	298.1%

2023 Creative & Media (Jan-Sep)	577.5	758
2022 Creative & Media (Jan-Sep)	528.9	423
YoY Comparison:	9.2%	79.2%

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 Jun keting ROI.