



## 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	Adam&Eve	Amazon Europe, SharkNinja UK Project, Savills UK, Halifax UK	58.4	John Lewis Partnership UK	51.5	9	
2	2	Havas Worldwide	Orion Uk Project, Kingdom Of Saudi Arabia France Project, Cma Cgm France Project	49.9		39.9	142	
3	-	Accenture Song	PEUGEOT Global	30.0		30.0	1	
4	5	Publicis Worldwide	Barilla GR Fratelli France Retainer, Samsung Electronics France Project, The Standard Bank of South Africa Limited. South Africa Project	25.8		25.8	91	
5	3	McCann Worldgroup	Durex Europe, IKEA (Branding) Global	31.0		25.1	2	
6	4	IPG Health	Pfizer Global	25.0		25.0	1	
7	7	Leo Burnett	Allwyn UK, Puma Turkey	18.6		18.6	56	
8	6	VMLY&R	Federal Ministry for Families, Senior Citizens, Women and Youth Germany Project	17.3		17.3	27	
9	16	Ogilvy	PIF Saudi Arabia, European Commission Belgium Project, Hayel Saeed Anam Group UK Project	16.1		15.8	49	
10	8	M&C Saatchi Group	Amazon Pay UK NA, Institut International Lancy Switzerland Project, Etat de Geneve Switzerland Project	14.9		14.4	88	
11	10	Saatchi & Saatchi	Subway Franchise World Headquarters Germany, John Lewis PLC UK, Ovo Energy Ltd. UK	14.0		14.0	51	
12	11	Epsilon	Speedy France Project, La Francaise des Jeux France Project	13.9		13.9	77	
13	9	Serviceplan	Lufthansa Airlines Global	14.0		13.1	1	
14	12	Digitas	Novartis Holding AG Poland, OSHO United Arab Emirates, United Homeware Company - nice United Arab Emirates Project	12.6		12.6	50	
15	14	VCCP	Allwyn UK, Primark Global, Nutribullet Global	12.1		12.1	7	
16	13	Dentsu	Kiwa N.V. Finland Project, Ikano Bank AB (publ) Sweden Project, Spendrups Bryggeriaktiebolag Sweden Project	10.9		10.9	86	
17	19	Wieden & Kennedy	Samsung Watch 6 UK, Candy Crush EMEA, Laneige Global	10.4	Intuit Quickbooks UK	10.0	5	
18	17	MSL	Currys Group Limited UK, Oppo Mobile Italy, Barilla GR Fratelli Italy	9.7		9.7	53	
19	15	Wunderman Thompson	Lenovo (B2B) Global, Virgin Red UK	8.8		8.5	3	
20	18	Grey Group	UniCredit Italy Project, Aldo Shoes Dubai Project, Network International AE Dubai	7.0		7.0	22	
						2023 (Jan-Oct):	410.7	1,027
						2022 (Jan-Oct):	394.0	1,121
						YoY Comparison:	4.2%	-8.4%



## 2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Oct 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	5	Wavemaker	Aldi Stores Limited France, Aldi Stores Limited Belgium, Aldi Stores Limited Netherlands	35.2	Netflix UK	28.4	160
3	2	OMD	Shark Ninja UK, Molson Coors EMEA, LNER UK	29.1	Clas Ohlson Sweden	28.3	48
4	3	Havas Media	Turismo de Andalucia Spain, UEFA Switzerland and France, Power Sverige AB Sweden	31.4	Paypal Europe	24.6	73
5	4	iProspect	Ferrero France, Netflix UK, Ferrero Poland	22.8		22.6	45
6	6	PHD	Uber Global(NA, EU, LA) Global, HSBC Global, etsy Germany	19.2	Fortum Sweden / Norway / Finland	18.3	39
7	7	Carat	El Corte Ingles Spain, ConCardis Germany, Ferrero UK	18.6	Hennig-Olsen Norway	18.3	27
8	8	Zenith	Electrolux AB France, Electrolux AB Greece, Electrolux AB Hungary	15.9		15.1	97
9	9	Dentsu X	Ferrero Germany, Banco Sabadell Spain, Nordic Choice Hotels Sweden	8.1		8.1	21
10	11	Brainlabs	Dreamies (Mars Petcare) Germany, France, UK Influencer Project	7.9		7.9	8
11	13	Starcom	Allianz p.l.c. Ireland Torunskie Zaklady Materialow Opatrunkowych S A Poland	7.7		6.5	38
12	20	Spark Foundry	GROUPE LACTALIS Spain, MIELE & CIE KG Greece, MIELE & CIE KG Poland	6.5		6.5	43
13	53	Universal McCann	Fidelity International UK, General Mills Global	7.0	Venetis Greece	5.6	3
14	19	Publicis Media	Electrolux AB Belgium, MIELE & CIE KG Czech Republic, Electrolux AB Czech Republic	31.7	Nestlé Europe	5.2	44
15	14	Digitas	TUI Deutschland GmbH Germany Project, Biologische Heilmittel Heel GmbH Germany Project, Innomatics GmbH Germany	4.2		4.2	23
16	10	Croud	Aira UK, Frasers Group UK, Informa PLC UK Project, Magnet Kitchens UK	4.2		4.2	4
17	12	Hearts & Science	Jaguar Land Rover (JLR) Global	3.7		3.7	2
18	15	EssenceMediacom	Bourne Leisure Group UK Travel, Skybet UK, A2A Italy, Flutter UK	16.6	Allianz p.l.c. Ireland Ireland	2.3	19
19	17	Performics	DIM SAS France, Feu Vert Spain Project, CEWE Spain Project	2.0		2.0	24
20	16	Mediahub	HubSpot UK, Esprit Global	2.1		1.6	2

2023 (Jan-Oct):	264.5	823
2022 (Jan-Oct):	283.2	720
YoY Comparison:	-6.6%	14.3%

2023 Creative & Media (Jan-Oct):	675.2	1,850
2022 Creative & Media (Jan-Oct):	677.2	1,841
YoY Comparison:	-0.3%	0.5%

#### 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 Junketing ROI.