



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	IPG Health	Pfizer Global	200.0		200.0	1	
2	2	Ogilvy	PIF Saudi Arabia, European Commission Belgium Project, Qatar Football Association Qatar Project	171.9		168.0	344	
3	3	Dentsu	Canon Do Brasil Indústria E Comércio Ltda. Brazil, Techcombank Vietnam Project, Abbott Vietnam Project	103.7		102.8	426	
4	13	Wieden & Kennedy	McDonald's Canada, Samsung Galaxy Japan, Samsung Watch 6 UK	64.7	TurboTax US	63.0	34	
5	6	Havas Worldwide	Kingdom of Saudi Arabia France Project, CMA CGM France Project, SAINT GOBAIN France Project	75.1	Durex	63.0	211	
6	4	Wunderman Thompson	Lenovo (B2B) Global, KFC Brazil, Breyers US	57.5		56.9	55	
7	5	Adam&Eve	Savills UK, BT Business UK, Inspired Villages UK, Amazon Europe	63.4	John Lewis Partnership UK	56.5	11	
8	9	Leo Burnett	Tillamook County Creamery Association (Chute) US Retainer, Allwyn UK Project, Charles & Keith Group Korea Retainer	54.9		54.7	162	
9	8	VMLY&R	Federal Ministry for Families, Senior Citizens, Veteran's Health Administration US Project	48.4		48.4	166	
10	7	Grey Group	Procter & Gamble US Project, Revance Therapeutics, Inc. US Project, Coca-Cola US Project	49.0		47.9	153	
11	10	Publicis Worldwide	The Standard Bank of South Africa Limited, Novo Nordisk A/S Brazil	44.0		44.0	148	
12	12	BBDO	Red Ribbon Philippines, UESHIMA COFFEE CO., LTD. Japan, Murray Darling Basin Authority (Fed Gov't) Australia Project	41.9		41.0	133	
13	11	M&C Saatchi Group	World Bank / PRMSC Pakistan Project, US Govt - DRL / SPARC Pakistan Project, Play Air US & UK NA	40.1	Currys Group Limited UK	39.6	194	
14	14	MSL	Currys Group Limited UK, Oppo Mobile Italy, Barilla GR Fratelli Italy	38.0		38.0	220	
15	22	MullenLowe Group	Department of Defense US, EQT US, Tonies Australia	37.6		37.1	96	
16	19	R/GA	Google Play US, JPMorgan Chase US, Banco Safra BRAZIL	32.4		32.4	68	
17	15	Saatchi & Saatchi	Samsung Electronics Co Ltd US, Subway Franchise World Headquarters Germany, Torrent Pharma India	32.2		32.2	121	
18	16	Digitas	Novartis Holding AG Poland, OSHO United Arab Emirates, SharkNinja Operating LLC US Project	27.6		27.6	104	
19	17	DDB	Shangri-La Group Hong Kong Project, Gujarat Titans India Project, Lorphoonphol Rice Mill Co.,Ltd. Thailand Project	29.6	John Lewis PLC UK	24.2	103	
20	243	Accenture Song	PEUGEOT Global, Edward Jones US	34.0		24.0	2	
						2023 (Jan-Oct):	1,373.1	3,787
						2022 (Jan-Oct):	1,418.0	4,796
						YoY Comparison:	-3.2%	-21.0%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	Publicis Media	Electrolux AB Belgium, MIELE & CIE KG Czech Republic	188.8	Under Armour Global	156.3	52	
2	5	Omnicom Media Group	BMW (Including Mini) US,Canada, Latam	76.1		76.1	8	
3	2	OMD	Shark Ninja UK, Betsson Peru, Chile, Colombia, Molson Coors	76.8	MIELE & CIE KG Ireland	66.0	112	
4	9	Zenith	TikTok US Project, Electrolux AB France, Electrolux AB Global	65.1		62.9	170	
5	7	PHD	Grupo Bimbo Global, Uber Global (NA, EU, LA), HSBC Global, McCain	64.2	Home Hardware Stores Limited Canada	61.0	87	
6	3	Havas Media	Turismo de Andalucia Spain, UEFA Switzerland and France, Power	76.1	Paypal Europe	60.8	149	
7	6	WPP(OpenMind)	Nestlé Europe	50.0		50.0	1	
8	4	NP Digital	Looqal (SGD) APAC Project , TMGM Australia, The Peak Tram and	40.4		40.4	679	
9	11	Wavemaker	Aldi Stores Limited France, Ups US, Aldi Stores Limited Belgium	122.6	Netflix UK	37.3	246	
10	8	iProspect	Ferrero France, Netflix UK, Ferrero Poland	35.5	Allwyn UK	35.2	151	
11	13	Initiative	Finnair Singapore Project, Finnair Korea, Hearts on Fire China Project	43.0	Carlsberg Group Global	32.0	88	
12	26	Spark Foundry	Kimberly-Clark US, GROUPE LACTALIS Spain, MIELE & CIE KG	30.9		30.9	86	
13	12	Mediabrand	Bristol Myers Squibb DTC Brand US	22.5		22.5	2	
14	14	dentsu X	Ferrero Germany, Banco Sabadell Spain, Nordic Choice Hotels Sweden	21.6	Gamesofa Taiwan	20.8	85	
15	18	Brainlabs	Shoe Carnival US, Magnifi US, DailyPay US	19.5		19.5	29	
16	10	Mindshare	Paypal US, Paypal Europe, Blackmore China Project	72.8	General Mills Global	18.2	130	
17	16	Camelot	Hardee's and Carl's Jr. US	15.0		15.0	1	
18	156	Universal McCann	General Mills Global	31.0	BMW (Including Mini) US,Canada, Latam	13.8	3	
19	17	Hearts & Science	V Credit Hong Kong, MOX by Standard Chartered Hong Kong	14.7	Warner Bros. Discovery US	13.1	13	
20	19	LS Digital	Zomato India, NOKIA India, Blinkit India	12.4		12.4	118	
						2023 (Jan-Oct):	831.5	2,756
						2022 (Jan-Oct):	837.6	2,413
						YoY Comparison:	-0.7%	14.2%
						2023 Creative & Media (Jan-Oct):	2,204.6	6,543
						2022 Creative & Media (Jan-Oct):	2,255.7	7,209
						YoY Comparison:	-2.3%	-9.2%

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 marketing ROI.