



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	Savills, Halifax, BT Business, Inspired Villages, SharkNinja Project	45.27	Allwyn	39.92	9
2	2	VCCP	Allwyn, Primark, Nutribullet	7.63		7.63	5
3	3	VMLY&R	Pharma Client	6.71		6.71	11
4	4	M&C Saatchi Group	Amazon Pay, Covid Inquiry, Science in Sport, UK Finance	5.86	Currys Group Limited	5.47	42
5	5	Havas Worldwide	Orion Project, ABBOTT, Jordans Cereal, Singapore Tourism Board, Virgin Voyages, Project, Vwfs Fleet	3.88		3.88	14
6	6	Dentsu	Auto Client	2.58		2.58	20
7	7	R/GA	Bodum, Wio, Burberry, Beam Suntory, June Sarpong Project	2.33		2.33	11
8	8	BBH	The Football Association Premier League Limited	2.02		2.02	3
9	10	Ogilvy	Hayel Saeed Anam Group Project, Takeda Project, Lloyds Banking Group	1.67		1.67	7
10	143	Wieden & Kennedy	Samsung Watch 6	1.86		1.55	2
11	11	MSL	Currys Group Limited	1.32		1.32	6
12	9	MullenLowe Group	Cadbury Project, Freemans Grattan Holdings, Department of Health and Social Care	1.29		1.29	5
13	15	Saatchi & Saatchi	John Lewis PLC, Ovo Energy Ltd., Alvarium Tiedemann, John Lewis Partnership	0.93		0.93	7
14	18	SalterBaxter	Financial Services Client	0.93		0.93	4
15	19	Digitas	Restaurants Client	0.93		0.93	4
16	12	Neverland	Innocent Drinks	0.78		0.78	2
17	13	Taylor Herring	PERNOD RICARD Project	0.78		0.78	4
18	14	McCann Worldgroup	Durex	0.78		0.78	1
19	16	Elvis	Tate & Lyle Sugars, Lyle's Golden Syrup	0.70		0.70	2
20	17	Perfect Storm	Intravel Digital, Costcutter Digital	0.70		0.70	2
2023 (Jan-Oct):						83.1	195



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	EssenceMediacom	Flutter Entertainment plc Gambling, Bourne Leisure Group Travel, Skybet, Flutter	9.61	Shark Ninja	7.91	4
2	2	iProspect	Carlsberg Group, Netflix, Saga, Next, Center Parcs	6.25	Allwyn	6.10	9
3	3	Wavemaker	Eurostar, Paraspara, Wayfair (UK) Limited, William Hill Holdings Limited	7.43	Netflix	4.18	11
4	6	Brainlabs	Estée Lauder, Dreamies (Mars Petcare) Influencer Project	4.07		4.07	6
5	4	OMD	Shark Ninja, LNER, Glanbia	3.38		3.38	6
6	5	Croud	Aira, Frasers Group, Informa PLC Project, Magnet Kitchens	3.22		3.22	4
7	7	Carat	Ferrero, AO world, Mint Velvet Project, SCS Furniture Stores	2.02		2.02	4
8	8	Havas Media	Badoo, Dr Martens, Bumble, Brompton Project	1.05	Ella's Kitchen	0.99	5
9	9	PHD	Neilson Financial Services	0.91		0.91	1
10	11	NP Digital	Cutover, Insignia, Provacan International	0.89		0.89	22
11	10	MediaHub	HubSpot	1.16	Netflix	0.78	1
12	12	Digitas	Alcohol Client	0.50		0.50	2
13	14	Universal McCann	Fidelity International	0.74		0.50	2
14	13	Omnicom Media Group	LNER	0.49		0.49	1
15	15	Total Media	AJ Bell, Scholl Project	0.31		0.31	2
16	16	Bountiful Cow	Savills, La Famiglia Rana	0.31		0.31	2
17	27	Spark Foundry	MIELE & CIE KG, Travel & Tourism Client	0.27		0.27	3
18	17	Goodstuff	UK Finance, Ella's Kitchen	0.21		0.21	2
19	18	Cheil	Priority Pass	0.19		0.19	1
20	20	Bicycle London	Tate & Lyle Sugars	0.16		0.16	1
2023 (Jan-Oct):						36.2	92

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.