



## 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	150.0		150.0	1	
2	2	Ogilvy	Herman Miller US Project, Paraxel US Project	101.3		98.3	14	
3	3	Dentsu	Apple TV+ US	58.7		58.4	101	
4	4	Wunderman Thompson	Lenovo (B2B) Global, Breyers US, Campari US CRM	33.5		33.5	11	
5	5	Wieden & Kennedy	Coffee Mate US/Global, Laneige Global	30.8	TurboTax US	29.5	11	
6	6	R/GA	Google Play US, JPMorgan Chase US	25.3		25.3	29	
7	23	MullenLowe Group	Department of Defense US, EQT US, Us Military Recruitment Marketing	23.5		23.2	12	
8	7	Grey Group	Procter & Gamble (P&G) US Project, Revance Therapeutics, Inc. US	9.9		9.9	18	
9	9	PXP	General Motors Company US Project, BEAM SUNTORY INC US,	9.6		9.6	30	
10	8	VMLY&R	Texas A&M US, Alicorp US, ADT US, Conn's HomePlus US, Veteran's	8.2		8.2	28	
11	10	Saatchi & Saatchi	Samsung Electronics Co Ltd US, Sierra Nevada Brewing Company,	5.2		5.2	5	
12	11	DDB	The Aspen Group US, Gift of Life US Pro Bono / Project, Manscaped US	5.0		5.0	5	
13	-	Adam&Eve	Pharma Client	5.0		5.0	2	
14	12	M&C Saatchi Group	Darigold US Project , Headspace US	4.7		4.7	14	
15	13	Code and Theory	Finance Client	4.5		4.5	6	
16	14	VaynerMedia	Bose Global	5.0		4.5	1	
17	15	Accenture Song	Edward Jones US	4.0		4.0	1	
18	16	Barkley	Ruiz Foods US, Mariner Wealth Advisors US, UCLA US Project	4.0		4.0	8	
19	17	Serviceplan	Lufthansa Airlines Global	4.0		4.0	1	
20	18	Leo Burnett	Tillamook County Creamery Association (Chute) US, Maker's	3.9		3.9	4	
						2023 (Jan-Oct)	457.9	398
						2022 (Jan-Oct)	395.2	469
						YoY Comparison:	15.9%	-15.1%



## 2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Signet Jewelers US, Pfizer US	120.6	Under Armour Global	115.3	5	
2	2	Omnicom Media Group	L'Oreal US, BMW (Including Mini) US, Canada, Latam	72.0		72.0	2	
3	9	Zenith	Adobe Systems Incorporated, TikTok US Project, Electrolux AB US,	25.3		24.8	5	
4	8	PHD	Grupo Bimbo Global, Uber (NA, EU, LA) Global, McCain Foods US, HSBC	23.7		23.7	5	
5	4	Mediabrand	Bristol Myers Squibb DTC Brand US	22.5		22.5	2	
6	3	NP Digital	Eden Gallery US, Legion Athletics Inc US, Legacy Healing Detox US	22.1		22.1	332	
7	31	Spark Foundry	Kimberly-Clark Corporation US, MIELE & CIE KG US, James Hardie	17.5		17.5	6	
8	6	OMD	Beiersdorf, Vans Global, Boehringer Ingelheim HCP US	24.8	Edward Jones US	15.3	4	
9	7	Camelot	Hardee's and Carl's Jr. US	15.0		15.0	1	
10	10	Initiative	Constellation Brands North America, Montenegro SPA US	17.4	Carlsberg Group Global	10.6	3	
11	13	Brainlabs	Shoe Carnival US, Cirque Du Soleil US Project, Magnifi US	9.0		9.0	20	
12	11	iProspect	Carlsberg Group Global	6.8		6.8	2	
13	12	Mediahub	Silversea Global, Dow Jones US, Schwan's company Brands US,	6.2		6.2	5	
14	-	Universal McCann	General Mills Global	18.0	BMW	5.9	1	
15	14	Wpromote	Brightspeed US, Nestle Purina US, Self Esteem Brands	4.8		4.8	6	
16	15	Dentsu x	Kroger US, Max Mara US, Crayola US, McCormick & Co US & Canada	4.7		4.7	6	
17	18	Digitas	Acushnet Company US, Parts Town Unlimited US, Parts Town Unlimited	4.4		4.4	8	
18	16	Hearts & Science	Jaguar Land Rover (JLR) Global	6.0	Warner Bros. Discovery US	4.4	1	
19	17	Havas Media	Shell Global, PNC Bank US, Indrive Global - full media planning and	9.5	Acushnet Company US	4.1	3	
20	19	Mediaplus	Siemens Global	2.5		2.5	1	
						2023 (Jan-Oct)	199.1	481
						2022 (Jan-Oct)	221.0	161
						YoY Comparison:	-9.9%	198.8%
						2023 Creative & Media (Jan-Oct)	657.0	879
						2022 Creative & Media (Jan-Oct)	616.2	630
						YoY Comparison:	6.6%	39.5%

### 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 Jun keting ROI.