



## 2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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             | Total By Verizon US, Taiwan Mobile Taiwan, Samyang Foods China  | 175.0                                |                           | 170.5                                   | 406           |
| 3                      | 3               | Dentsu             | Youi Holdings Pty Ltd Australia, The Star Pty Limited Australia Project, MYOB Group Limited Australia Project                     | 107.8                                |                           | 106.2                                   | 498           |
| 4                      | 4               | VMLY&R             | Genetech Women's Health US, Boehringer-Ingelheim, PDE4B US, HelloFresh, Influencer Marketing US Project                           | 94.3                                 | Bush's Beans US Digital   | 93.3                                    | 182           |
| 5                      | 5               | Adam&Eve           | Eckrich US, Nathan's Famous US, Simple Truth US   | 93.9                                 | John Lewis Partnership UK | 87.0                                    | 23            |
| 6                      | 11              | Publicis Worldwide | BMW China Services Ltd. China Project, Mercedes-Benz Group AG Czech Republic Project, Accor Group France Project                  | 76.6                                 |                           | 76.6                                    | 219           |
| 7                      | 7               | Wunderman Thompson | Janssen's Oncology US, Nestlé's Purina Premium Dry Dog (Beneful & Dog Chow) US  | 72.8                                 |                           | 71.9                                    | 66            |
| 8                      | 6               | Havas Worldwide    | EDF France Project, Kwai Brazil Project, NORS Portugal Project  | 81.5                                 | Durex                     | 68.1                                    | 228           |
| 9                      | 10              | Leo Burnett        | Molson Coors Brewing Company US Project, Kfc National Council & Advertising Co Op Inc US Project, Starbucks Coffee Company Canada | 75.9                                 |                           | 67.0                                    | 190           |
| 10                     | 8               | Wieden & Kennedy   | McDonald's Canada, Samsung Galaxy Japan, Samsung Watch 6 UK   | 66.2                                 | TurboTax US               | 64.5                                    | 34            |
| 11                     | 9               | Grey Group         | Arla UK Project, IHG US Project, British American Tobacco PLC Korea Project   | 59.3                                 |                           | 56.9                                    | 186           |
| 12                     | 14              | MSL                | Jindal SAW Limited India, Asian Venture Philanthropy Network India, HYUNDAI MOTOR COMPANY Italy                                   | 49.2                                 |                           | 49.2                                    | 276           |
| 13                     | 34              | Code and Theory    | Finance Client  | 44.9                                 |                           | 44.9                                    | 39            |
| 14                     | 12              | BBDO               | Taiwan Semi Conductor Taiwan, Shiseido - Aupres China Retainer, BEA China   | 43.4                                 |                           | 42.5                                    | 147           |
| 15                     | 13              | M&C Saatchi Group  | Smart Group Australia Retained , Vic Gov - Dept of Education (Secondary Pathways) Australia Project , MYOB Australia Project      | 42.5                                 | Currys Group Limited UK   | 42.0                                    | 214           |
| 16                     | 17              | Saatchi & Saatchi  | Auckland International Airport Limited New Zealand Project  | 40.9                                 |                           | 40.9                                    | 150           |
| 17                     | 20              | Digitas            | Huawei China China Project, Diageo Philippines, Huawei China China Project  | 38.0                                 |                           | 38.0                                    | 134           |
| 18                     | 15              | MullenLowe Group   | Department of Defense US, EQT US, Tonies Australia  | 37.6                                 |                           | 36.3                                    | 96            |
| 19                     | 21              | DDB                | General Mills US Project, P&G Oral Care US Project, Mountain Dew US Project   | 42.9                                 | John Lewis PLC UK         | 34.5                                    | 137           |
| 20                     | 16              | R/GA               | PONOS Japan, Galicia Seguro Argentina, BlueSG Singapore   | 33.8                                 |                           | 33.8                                    | 74            |
| <b>2023 (Jan-Dec):</b> |                 |                    |   |                                      |                           | <b>1,743.5</b>                          | <b>4,610</b>  |
| <b>2022 (Jan-Dec):</b> |                 |                    |   |                                      |                           | <b>1,574.9</b>                          | <b>5,339</b>  |
| <b>YoY Comparison:</b> |                 |                    |   |                                      |                           | <b>10.7%</b>                            | <b>-13.7%</b> |



## 2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Dec 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      | Akindgroup Sweden, Electrolux AB Belgium, MIELE & CIE KG Czech      | 188.9                                | Under Armour Global           | 156.4                                   | 54          |       |
| 2               | 4               | OMD                 | La Prairie China, Asahi Group Holdings Italy, FedEx LATAM           | 84.4                                 | MIELE & CIE KG Ireland        | 73.2                                    | 121         |       |
| 3               | 5               | Zenith              | Glovo Portugal, Glovo Italy, L'Oréal Argentina                      | 73.3                                 | Wyeth Nutrition Taiwan        | 71.0                                    | 201         |       |
| 4               | 3               | Havas Media         | LIDL Slovakia, Estonia, Latvia, Malta, Germany, Portugal and        | 96.6                                 | Paypal Europe                 | 65.8                                    | 185         |       |
| 5               | 2               | Omnicom Media Group | Toyota Peru, Glidemeister Peru, Beko Slovakia                       | 76.9                                 |                               | 61.9                                    | 17          |       |
| 6               | 6               | PHD                 | BAT - RYDE Global, AmRest Czech Republic, Delosi Colombia           | 65.9                                 | Google Australia              | 57.9                                    | 94          |       |
| 7               | 7               | WPP(OpenMind)       | Nestlé Europe   | 50.0                                 |                               | 50.0                                    | 1           |       |
| 8               | 10              | iProspect           | Hugo Boss France, Lidl Spain, Europcar Mobility Group France        | 45.8                                 | Allwyn UK                     | 45.0                                    | 189         |       |
| 9               | 8               | Wavemaker           | Del Monte Philippines Inc Philippines , Allianz Australia,          | 131.4                                | Netflix UK                    | 44.2                                    | 279         |       |
| 10              | 9               | NP Digital          | Food Vessel India Project , Spar Solutions India Project , Complete | 41.3                                 |                               | 41.3                                    | 731         |       |
| 11              | 12              | Spark Foundry       | Lowe's Home Centers US, Henkel Poland, Cancer Council Australia     | 40.1                                 |                               | 40.1                                    | 96          |       |
| 12              | 11              | Initiative          | Jamieson Laboratories Ltd Canada, FEMSA Digital Mexico, Arla China  | 46.8                                 | Carlsberg Group Global        | 35.6                                    | 105         |       |
| 13              | 15              | dentsu X            | Euronics Italy, Dr.Max - ČESKÁ LÉKÁRNA Czech Republic, Ecosystem    | 27.9                                 | Gamesofa Taiwan               | 26.6                                    | 130         |       |
| 14              | 23              | Starcom             | BMW China, PUIG Germany, Puig Italy                                 | 54.5                                 | Neilson Financial Services UK | 26.6                                    | 122         |       |
| 15              | 13              | Mediabrand          | Bristol Myers Squibb DTC Brand US                                   | 22.5                                 |                               | 22.5                                    | 2           |       |
| 16              | 14              | EssenceMediacom     | Google Australia, Pirmal Health India Digital, Orange Slovakia      | 97.5                                 | Clas Ohlson Norway            | 20.6                                    | 235         |       |
| 17              | 16              | Brainlabs           | Memory Foam Mexico, Shoe Carnival US, Magnifi US, DailyPay US       | 20.5                                 |                               | 20.5                                    | 32          |       |
| 18              | 17              | Mindshare           | Lamsoon China, Sido Muncul Indonesia, Tapestry Singapore            | 73.3                                 | General Mills Global          | 18.5                                    | 141         |       |
| 19              | 19              | LS Digital          | Logitech India, Hopscotch India, India Shelter India                | 15.4                                 |                               | 15.4                                    | 118         |       |
| 20              | 18              | Hearts & Science    | Menarini Australia, V Credit Hong Kong, MOX by Standard Chartered   | 18.5                                 | Superloop Ltd. Australia      | 15.1                                    | 15          |       |
|                 |                 |                     |   |                                      |                               | 2023 (Jan-Dec):                         | 980.5       | 3,361 |
|                 |                 |                     |   |                                      |                               | 2022 (Jan-Dec):                         | 976.3       | 2,869 |
|                 |                 |                     |   |                                      |                               | YoY Comparison:                         | 0.4%        | 17.1% |
|                 |                 |                     |   |                                      |                               | 2023 Creative & Media (Jan-Dec):        | 2,724.0     | 7,971 |
|                 |                 |                     |   |                                      |                               | 2022 Creative & Media (Jan-Dec):        | 2,551.3     | 8,208 |
|                 |                 |                     |   |                                      |                               | YoY Comparison:                         | 6.8%        | -2.9% |

### 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 marketing ROI.