



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	Digítas	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	
						2023 (Jan-Dec):	1,743.5	4,610
						2022 (Jan-Dec):	1,574.9	5,339
						YoY Comparison:	10.7%	-13.7%



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	12	Spark Foundry	Lowe's Home Centers US, Henkel Poland, Cancer Council Australia	40.1		40.1	96	
11	11	Initiative	Jamieson Laboratories Ltd Canada, FEMSA Digital Mexico, Arla China	46.8	Carlsberg Group Global	35.6	105	
12	15	dentsu X	Euronics Italy, Dr.Max - ČESKÁ LÉKÁRNA Czech Republic, Ecosystem	27.9	Gamesofa Taiwan	26.6	130	
13	23	Starcom	BMW China, PUIG Germany, Puig Italy	54.5	Neilson Financial Services UK	26.6	122	
14	13	Mediabrand	Bristol Myers Squibb DTC Brand US	22.5		22.5	2	
15	14	EssenceMediacom	Google Australia, Pirmal Health India Digital, Orange Slovakia	97.5	Clas Ohlson Norway	20.6	235	
16	16	Brainlabs	Memory Foam Mexico, Shoe Carnival US, Magnifi US, DailyPay	20.5		20.5	32	
17	17	Mindshare	Lamsoon China, Sido Muncul Indonesia, Tapestry Singapore	73.3	General Mills Global	18.5	141	
18	19	LS Digital	Logitech India, Hopscotch India, India Shelter India	15.4		15.4	118	
19	18	Hearts & Science	Menarini Australia, V Credit Hong Kong, MOX by Standard Chartered	18.5	Superloop Ltd. Australia	15.1	15	
20	20	Camelot	Hardee's and Carl's Jr. US	15.0		15.0	1	
						2023 (Jan-Dec):	939.2	2,630
						2022 (Jan-Dec):	976.3	2,869
						YoY Comparison:	-3.8%	-8.3%
						2023 Creative & Media (Jan-Dec):	2,682.6	7,240
						2022 Creative & Media (Jan-Dec):	2,551.3	8,208
						YoY Comparison:	5.1%	-11.8%

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.