



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	Adam&Eve	Savills, Halifax, BT Business, Inspired Villages, SharkNinja Project	59.22	Allwyn	53.88	15
2	2	VCCP	Allwyn, Primark	7.96		7.96	7
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	Croud	Ford Social, Nando Social	3.88		3.88	2
7	7	Dentsu	Pure Gym Limited Project	2.61		2.61	21
8	8	R/GA	Bodum, Wio, Burberry, Beam Suntory, June Sarpong Project	2.33		2.33	11
9	10	BBH	Haagen-Dazs UK Ltd, The Football Association Premier League Limited	2.40		2.06	4
10	9	Ogilvy	Hayel Saeed Anam Group Project, Takeda Project, Lloyds Banking Group	1.80		1.80	11
11	12	MSL	Currys Group Limited	1.78		1.78	9
12	11	Wieden & Kennedy	Samsung Watch 6	1.86		1.55	2
13	15	SalterBaxter	Financial Services Client	1.40		1.40	6
14	13	MullenLowe Group	Cadbury Project, Freemans Grattan Holdings, Department of Health and Social Care	1.29		1.29	5
15	16	Digitas	Restaurants Client	1.09		1.09	5
16	18	Taylor Herring	PERNOD RICARD Project	1.01		1.01	5
17	22	Octopus		1.01		1.01	9
18	14	Saatchi & Saatchi	John Lewis PLC, Ovo Energy Ltd., Alvarium Tiedemann, John Lewis Partnership	0.93		0.93	8
19	28	Grey Group	Arla Project, Imperial Tobacco, Sky Bet	0.85		0.85	3
20	29	Leo Burnett	Retail Client	0.85		0.85	5
2023 (Jan-Dec):						106.4	244



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	EssenceMediacom	Flutter Entertainment plc Gambling, Bourne Leisure Group Travel, Skybet, Flutter	10.67	Shark Ninja	8.97	9
2	2	iProspect	Carlsberg Group, Netflix, Saga, Next, Center Parcs	6.25	Allwyn	6.10	9
3	3	OMD	Lidl, Shark Ninja, LNER, Glanbia	4.54		4.54	7
4	4	Wavemaker	Ineos Automotive Holdings Limited, Eurostar, Paraspapa, Wayfair (Uk) Limited	7.51	Netflix	4.26	12
5	5	Brainlabs	Estée Lauder, Dreamies (Mars Petcare) Influencer Project	4.07		4.07	6
6	6	Croud	Aira, Frasers Group, Informa PLC Project, Magnet Kitchens	3.22		3.22	4
7	7	Carat	Amplifon, Ferrero, AO world, Mint Velvet Project, SCS Furniture Stores	2.04		2.04	5
8	29	Zenith	Funky Pigeon, Avolta (Dufry), Electrolux AB, GROUPE LACTALIS, Adobe Systems Incorporated	1.43		1.05	6
9	8	Havas Media	Badoo, Dr Martens, Bumble, Brompton Project	1.05	Ella's Kitchen	0.99	5
10	9	PHD	Monzo Bank Limited, Neilson Financial Services	0.98		0.98	2
11	11	MediaHub	HubSpot	1.16	Netflix	0.78	1
12	12	Digitas	Alcohol Client	0.50		0.50	2
13	13	Universal McCann	Fidelity International	0.74		0.50	2
14	14	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	17	Spark Foundry	MIELE & CIE KG, Travel & Tourism Client	0.27		0.27	3
18	18	Goodstuff	UK Finance, Ella's Kitchen	0.21		0.21	2
19	19	Cheil	Priority Pass	0.19		0.19	1
20	20	Bicycle London	Tate & Lyle Sugars	0.16		0.16	1
2023 (Jan-Dec):						40.4	97

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.