



2023 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	150.0		150.0	1	
2	2	Ogilvy	Total By Verizon US, Herman Miller US Project, Paraxel US Project	102.4		99.4	20	
3	3	Dentsu	Apple TV+ US	58.9		58.6	104	
4	4	VMLY&R	Genetech Women's Health US, Boehringer-Ingelheim, PDE4B US,	47.7	Bush's Beans US Digital	46.7	42	
5	5	Wunderman Thompson	Janssen's Oncology US, Nestlé's Purina Premium Dry Dog (Beneful &	45.3		45.3	19	
6	18	Code and Theory	Finance Client	44.9		44.9	39	
7	6	Mother	Sonic US, Unilever's Seventh Generation US	32.0		32.0	2	
8	7	Wieden & Kennedy	Coffee Mate US/Global, Laneige Global	30.8	TurboTax US	29.5	11	
9	-	The Martin Agency	Papa Johns US, Sanofi (10 Brands) US, ScottsMiracle-Gro & Tomcat US	26.5		26.0	5	
10	8	R/GA	Google Play US, JPMorgan Chase US	25.3		25.3	29	
11	9	MullenLowe Group	Department of Defense US, EQT US, Us Military Recruitment Marketing	23.5		22.7	12	
12	10	FCB	Clorox Burt's Bees US, Danone US	12.9		12.9	3	
13	23	Leo Burnett	MOLSON COORS BREWING COMPANY US Project, KFC	12.9		12.9	8	
14	16	DDB	General Mills US Project, P&G Oral Care US Project, Mountain Dew US	15.3		12.3	12	
15	11	Adam&Eve	Eckrich US, Nathan's Famous US, Simple Truth US	11.5		11.5	6	
16	14	Tombras	Bush's Beans US Digital AOR, Special Olympics Global Creative,	11.1		11.1	15	
17	13	PXP	General Motors Company US Project, BEAM SUNTORY INC US,	10.6		10.6	35	
18	12	Grey Group	IHG US Project, Procter & Gamble (P&G) US Project, Revance	10.4		10.4	19	
19	24	Digitas	SharkNinja Operating LLC US Project, Hennepin County US, T.	7.7		7.7	17	
20	15	Saatchi & Saatchi	Samsung Electronics Co Ltd US, Sierra Nevada Brewing Company,	5.2		5.2	5	
						2023 (Jan-Dec)	670.8	528
						2022 (Jan-Dec)	492.2	537
						YoY Comparison:	36.3%	-1.7%



2023 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	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	7	Spark Foundry	Lowe's Home Centers US, Kimberly-Clark Corporation US, MIELE & CIE	25.0		25.0	7	
4	3	Zenith	Adobe Systems Incorporated, TikTok US Project, Electrolux AB US,	25.3		24.8	5	
5	4	PHD	Grupo Bimbo Global, Uber (NA, EU, LA) Global, McCain Foods US, HSBC	23.7		23.7	5	
6	5	Mediabrand	Bristol Myers Squibb DTC Brand US	22.5		22.5	2	
7	9	OMD	Beiersdorf, Vans Global, Boehringer Ingelheim HCP US	24.8	Edward Jones US	15.3	4	
8	10	Camelot	Hardee's and Carl's Jr. US	15.0		15.0	1	
9	11	Initiative	Dave's Hot Chicken US, CrowdStrike US	18.9	Carlsberg Group Global	12.1	5	
10	12	Brainlabs	Shoe Carnival US, Cirque Du Soleil US Project, Magnifi US	9.0		9.0	20	
11	13	Hearts & Science	Jaguar Land Rover (JLR) Global	9.8	Warner Bros. Discovery US	8.1	2	
12	30	Canvas worldwide	Zillow US	8.0		8.0	2	
13	14	Mediahub	Stich Fix US, Oura Ring US	6.9		6.9	7	
14	15	iProspect	Carlsberg Group Global	6.8		6.8	2	
15	19	Digitas	Acushnet Company US, Parts Town Unlimited US, Parts Town Unlimited	5.5		5.5	9	
16	17	Wpromote	Brightspeed US, Nestle Purina US, Self Esteem Brands	4.8		4.8	6	
17	18	Dentsu x	Kroger US, Max Mara US, Crayola US, McCormick & Co US & Canada	4.7		4.7	6	
18	20	Mediaplus	Siemens Global	2.5		2.5	1	
19	21	Cavas Worldwide	Edward Jones US	2.0		2.0	1	
20	22	R&R Partners	Brand USA US	2.0		2.0	1	
						2023 (Jan-Dec)	196.6	169
						2022 (Jan-Dec)	255.9	174
						YoY Comparison:	-23.2%	-2.9%
						2023 Creative & Media (Jan-Dec)	867.4	697
						2022 Creative & Media (Jan-Dec)	748.1	711
						YoY Comparison:	15.9%	-2.0%

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 Jun keting ROI.