



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 2024

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	Volkswagen Commercial Vehicles UK	20.4		20.4	2	
2	-	Ogilvy	CPG Client	9.8		7.8	42	
3	3	VML	Perrigo UK, Iberostar Spain Project, Banco Santander Spain Project, Solar 360 Spain Project	7.2		7.2	15	
4	6	Havas Worldwide	SNCF France, Piazza Italia Italy, Huawei Germany	6.5		6.5	7	
5	22	VCCP	R&A UK, Co-Op UK	4.8		4.8	5	
6	5	Grey Group	Samsung Italy Project, UniCredit Group Italy, British American Tobacco PLC Belgium Project	3.3		3.3	16	
7	2	Leo Burnett	Vodafone UK	2.0		2.0	1	
8	4	MullenLowe Group	Finance & Insurance Company	1.4		1.4	3	
9	25	Dentsu	Panasonic Marketing Middle East & Africa FZE United Arab Emirates Project, Agrion Invest AD Bulgaria	0.9		0.9	14	
10	-	BBDO	Tempo UK	0.6		0.6	1	
11	-	Uncovered	KFC UK Social Media	0.5		0.5	1	
12	7	TBWA	Soreen UK	0.5		0.5	2	
13	8	CTI Digital	Zip World UK Digital	0.5		0.5	2	
14	9	Elvis	Birds Eye UK Project	0.4		0.4	1	
15	10	TMW Unlimited	Suzuki Motors GB UK CRM	0.4		0.4	1	
16	11	Above & Beyond	Itsu UK	0.4		0.4	1	
17	12	St Luke's	Checkatrade UK	0.4		0.4	1	
18	14	Rapp	The British Council UK	0.4		0.4	1	
19	15	Isobel	Gosh! Food UK	0.4		0.4	1	
20	16	Brothers & Sisters	TNT Sports UK	0.4		0.4	1	
						2024 (Jan-Mar):	54.8	133
						2023 (Jan-Mar):	53.4	164
						YoY Comparison:	2.7%	-18.9%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Mar 2024

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	10	OMD	Poste Italiane Italy, Halfords UK, Henkel AG Italy	6.3		6.3	14
2	23	Carat	Poltronesofa France, Elkjøp Norway, Scottish government UK	5.6		5.6	18
3	1	Initiative	Dia supermarkets Spain, Velobank Poland, Greek National Tourism Organization Greece	3.7		3.7	8
4	2	Havas Media	Huawei Germany, 1xBet Ireland, Tecno Mobile Turkey	3.7	Lidl Slovakia	3.2	19
5	24	Dentsu X	Lidl Finland, Denizbank Turkey, Betsson Group Sweden	3.1		3.1	11
6	5	PHD	Dela Germany, Hormel Foods Germany, FNAC Spain	1.4		1.4	8
7	3	Wavemaker	Furla Spa Italy, Amica Chips Spa Italy, Quixa Assicurazioni Spa Italy	1.7	AGOS Italy	1.1	12
8	-	BETC	SNCF France	1.1		1.1	1
9	4	Spark Foundry	Health Services Executive Ireland, Lindt Slovakia, Visa Slovakia	0.8		0.8	6
10	-	Arena Media	Piazza Italia Italy	0.9		0.8	1
11	6	Brainlabs	CPG Client	0.7		0.7	3
12	7	JAA	Pure Cremation UK	0.7		0.7	1
13	27	Hearts & Science	AGOS Italy, TeamSystem Italy	0.6		0.6	2
14	8	CHS	Currys UK, Mitchells & Butlers UK	0.6		0.6	2
15	9	Starcom	Ubisoft UK, Allianz Ireland, Allianz Ireland Digital	0.5		0.5	3
16	11	Zenith	Funky Pigeon UK	0.3		0.3	1
17	12	Republic of Media	The Financial Services Compensation Scheme UK	0.3		0.3	1
18	13	The7stars	Air up UK	0.3		0.3	1
19	14	Drummond Central	Fentimans UK	0.3		0.3	1
20	15	Brave Bison	ProCook UK	0.3		0.3	1

2024 (Jan-Mar):	30.7	121
2023 (Jan-Mar):	60.3	226
YoY Comparison:	-49.1%	-46.5%

2024 Creative & Media (Jan-Mar):	85.5	254
2023 Creative & Media (Jan-Mar):	113.7	390
YoY Comparison:	-24.8%	-34.9%

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 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.