



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	-	Publicis Groupe	Pfizer US	150.0		150.0	1	
2	1	Dentsu	Lowe's Companies, Inc. US Project, 2024 XC60 Campaign China Adaptation Taiwan Project, Central park Digital creative AOR (TBG New Isobar) India	125.7		124.7	102	
3	14	BBDO	Philips Japan , SGM China Retainer, Roewe China	26.4		26.4	55	
4	3	VML	Perrigo UK, Telefonica LATAM, Biden for President US, Wendy's US	24.9		24.9	100	
5	17	Ogilvy	HKMCA Hong Kong, Sony Electronics China, Wipro Malaysia	26.0		21.5	118	
6	2	Adam&Eve	Volkswagen Commercial Vehicles UK	20.4		20.4	2	
7	5	Havas Worldwide	SNCF France, Piazza Italia Italy, Famous Footwear US	18.3		18.3	34	
8	8	Grey Group	Swisher Sweets Global, CHANEL China Project, Samsung Italy Project	10.1		10.1	42	
9	4	DDB	Tiger Trade Hong Kong Project, Nicko Jeep Manufacture Sdn Bhd. (Himalya Sport Candy) Thailand Project	7.9		7.9	32	
10	7	Pearmill	Nex US, Stamps.com US, ShipStation US	6.0		6.0	3	
11	6	MullenLowe Group	Instituto Hondureño de Turismo Honduras Project, Hasbro Mexico, Politecnico Gran Colombiano Colombia	5.0		5.0	38	
12	34	VCCP	R&A UK, Co-Op UK, Hovis UK	4.8		4.8	5	
13	9	Pereira O'Dell	Manscaped US, Simplisafe US, Sunny D US	2.5		2.5	5	
14	10	Leo Burnett	Vodafone UK	2.0		2.0	1	
15	11	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4	
16	12	Goodby Silverstein & Partners	Truly US	2.0		2.0	1	
17	13	McCann Worldgroup	PwC Global	2.0		1.5	1	
18	-	Atomic 212	City of Boroondara Australia Project	1.1		1.1	1	
19	15	Apparent	Fleetwood Australia, Camec Australia, TAL Project Australia	1.0		1.0	5	
20	16	Wondrlab	GHV Medical Anchor Private Limited-BeatXP India Project,	0.8		0.8	123	
						2024 (Jan-Mar):	354.4	711
						2023 (Jan-Mar):	209.4	693
						YoY Comparison:	69.2%	2.6%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	Wavemaker	TCL China, KEEP China, Furla Spa Italy	20.5	AGOS Italy	19.9	37
2	2	dentsu X	Ferrero US, Lidl Finland, Denizbank Turkey	14.1		14.0	45
3	3	PHD	Vitasoy Hong Kong, DKT International Kenya Project, Dela	12.2	Banco Caja Social - Colombia Colombia	12.0	21
4	6	OMD	Poste Italiane Italy, Halfords UK, Henkel AG Italy	9.6		9.4	28
5	5	Havas Media	Famous Footwear US, Huawei Germany, MP Tourism India	9.1		8.6	42
6	7	Carat	Poltresofa France, Elkjøp Norway, Elgiganten Denmark	7.4		7.3	48
7	8	Initiative	Air India India, Dia supermarkets Spain, Velobank Poland	5.7		5.7	16
8	9	LS Digital	Nippon Life India Asset Management Limited India, Central	4.8		4.8	36
9	10	Critical Mass	BMW North America, Expedia Canada, Delta Faucet Canada	3.5		3.5	9
10	11	Ryvalmedia	GVG Australia, Solar Service Guys Australia, Jungle Tribe Australia	2.2		2.2	12
11	12	Brainlabs	Atlas World Group US Retainer	2.0		2.0	9
12	13	Hearts & Science	AGOS Italy, TeamSystem Italy, InDrive Colombia	2.0		2.0	10
13	14	Arena Media	Piazza Italia Italy, Vitru Brazil, Sephora Mexico	1.3		1.1	3
14	-	BETC	SNCF France	1.1		1.1	1
15	15	Spark Foundry	Health Services Executive Ireland, Lindt Slovakia, Visa Slovakia	0.8		0.8	6
16	16	JAA	Pure Cremation UK	0.7		0.7	1
17	17	CHS	Currys UK, Mitchells & Butlers UK	0.6		0.6	2
18	19	Pearmill	Orkin US AOR	0.5		0.5	1
19	20	Mediahub	Epidemic Sound US, Patek Philippe US	0.5		0.5	2
20	21	Canvas worldwide	GT's Living Foods US	0.5		0.5	1

2024 (Jan-Mar):	96.1	389
2023 (Jan-Mar):	216.7	551
YoY Comparison:	-55.7%	-29.4%

2024 Creative & Media (Jan-Mar):	450.4	1,100
2023 Creative & Media (Jan-Mar):	426.2	1,244
YoY Comparison:	5.7%	-11.6%

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.