

2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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 | T-Mobile US, Lowe"s Companies, Inc. US Project | 112.0 | | 112.0 | 5 |
| 3 | 4 | VML | Biden for President US, Wendy's US, T-Mobile US | 8.9 | | 8.9 | 15 |
| 4 | 2 | Pearmill | Nex US, Stamps.com US, ShipStation US | 6.0 | | 6.0 | 3 |
| 5 | 3 | Pereira O'Dell | Manscaped US, Simplisafe US, Sunny D US | 2.5 | | 2.5 | 5 |
| 6 | 5 | Goodby Silverstein & Partners | Truly US | 2.0 | | 2.0 | 1 |
| 7 | 6 | Purered | Zarbee's US, Harris Teeter US, Carrier US | 2.0 | | 2.0 | 4 |
| 8 | 9 | Grey Group | Astellas US LLC US, Swisher Sweets Global, Astellas US LLC Global | 1.7 | | 1.7 | 3 |
| 9 | 65 | Havas Worldwide | Famous Footwear US | 1.4 | | 1.4 | 1 |
| 10 | 7 | McCann Worldgroup | PwC Global | 1.0 | | 1.0 | 1 |
| 11 | 8 | Ogilvy | Hy-Vee US | 2.9 | Truly US | 0.9 | 9 |
| 12 | - | PMG | Air Carrier JSX US | 0.4 | | 0.4 | 1 |
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| | | | | | 0004 (3-1 M-2 | 200.0 | F0. |
| | | | | | 2024 (Jan-Mar) | | 50 |
| | | | | | 2023 (Jan-Mar | | 58 |
| | | | | | YoY Comparison | 314.5% | -13.8% |



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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 | 21 | Dentsu x | Ferrero US | 9.3 | | 9.3 | 1 |
| 2 | 2 | PHD | HP Inc. Global | 1.9 | | 1.9 | 1 |
| 3 | 3 | Critical Mass | BMW North America | 1.5 | | 1.5 | 1 |
| 4 | 4 | Hearts & Science | Ferguson Enterprises US | 1.0 | | 1.0 | 1 |
| 5 | 37 | Havas Media | Famous Footwear US | 0.7 | | 0.7 | 1 |
| 6 | 5 | Pearmill | Orkin US AOR | 0.5 | | 0.5 | 1 |
| 7 | 16 | Canvas worldwide | GT's Living Foods US | 0.5 | | 0.5 | 1 |
| 8 | 17 | Mediahub | Epidemic Sound US, Patek Phillipe US | 0.5 | | 0.5 | 2 |
| 9 | 6 | M/SIX | PVH NA | 0.3 | | 0.3 | 2 |
| 10 | 27 | PMG | Air Carrier JSX US | 0.2 | | 0.2 | 1 |
| 11 | 7 | Brainlabs | Atlas World Group US Retainer | 0.1 | | 0.1 | 1 |
| | | | | | 2024 (Jan-Mar) | 7.2 | 13 |
| | | | | | 2023 (Jan-Mar) | 43.0 | 25 |
| | | | | | YoY Comparison: | -83.4% | -48% |
| | | | | | 2024 Creative & Media (Jan-Mar) | 216.9 | 63 |
| | | | | | 2023 Creative & Media (Jan-Mar) | 93.6 | 83 |
| | | | | | YoY Comparison: | 131.8% | -24.1% |

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 a propriate 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 R0I.