



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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	33	Publicis Worldwide	Yatas Bedding Turkey, Notino Czech Republic Project, Actis Capital France	23.6		23.6	46	
2	1	Adam&Eve	Volkswagen Commercial Vehicles UK	20.4		20.4	2	
3	7	Leo Burnett	Vodafone UK, Teva Ukraine, LLC Ukraine, REWE - Penny Czech Republic	13.0		13.0	14	
4	36	Epsilon	SAMSUNG ELECTRONICS CO LTD UK, Haagen-Dazs UK Ltd UK	10.8		10.8	27	
5	27	BBH	Häagen-Dazs UK, SAMSUNG ELECTRONICS CO LTD UK,	9.8		9.8	4	
6	2	Ogilvy	CPG Client	9.8		7.8	42	
7	3	VML	Perrigo UK, Iberostar Spain Project, Banco Santander Spain Project, Solar 360 Spain Project	7.2		7.2	15	
8	39	MSL	Piazza Italia S.p.A. Italy, DR International Ltd Italy, Sanofi-Aventis Group Italy	7.2		7.2	24	
9	4	Havas Worldwide	SNCF France, Piazza Italia Italy, Huawei Germany	6.5		6.5	7	
10	244	Saatchi & Saatchi	Ibis Global UK, Accor Group UK Project	6.6		6.2	13	
11	37	Digitas	Real Estate Client	5.0		5.0	13	
12	5	VCCP	R&A UK, Co-Op UK	4.8		4.8	5	
13	43	Prodigious	Telecom Client	4.1		4.1	9	
14	44	Carre Noir	Harmonie Mutuelle France Project, Navity France Project, PEUGEOT Samsung Italy Project, UniCredit	3.3		3.3	11	
15	6	Grey Group	Group Italy, British American Tobacco PLC Belgium Project	3.3		3.3	16	
16	8	MullenLowe Group	Finance & Insurance Company	1.4		1.4	3	
17	-	Le Pub	IT Client	1.0		1.0	1	
18	9	Dentsu	Panasonic Marketing Middle East & Africa EZE United Arab Emirates	0.9		0.9	14	
19	76	Turner Duckworth	CPG Client	0.9		0.9	3	
20	53	Kitchen	FRUKT.no Norway	0.8		0.8	4	
						2024 (Jan-Apr):	142.1	312
						2023 (Jan-Apr):	104.3	394
						YoY Comparison:	36.3%	-20.8%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Europe / Apr 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	OMD	Poste Italiane Italy, Halfords UK, Henkel AG Italy	6.3		6.3	14
2	2	Carat	Poltronesofa France, Elkjøp Norway, Scottish government UK	5.6		5.6	18
3	15	Starcom	Ubisoft France, PJSC "Darnytsia Pharmaceutical Company" Ukraine, Heineken N.V. Poland	5.1		5.1	25
4	4	Havas Media	Orange France Social Media, Generalitat de Catalunya Spain, Correos Spain	5.3	Lidl Slovakia	4.8	24
5	3	Initiative	Home Office Greece Project, Coop Netherlands, Vinted Greece	4.3		4.3	15
6	16	Zenith	Atout Germany, ByteDance Ltd. United Arab Emirates Project, Sprinter Portugal	3.5		3.5	22
7	5	Dentsu X	Lidl Finland, Denizbank Turkey, Betsson Group Sweden	3.1		3.1	11
8	-	Connect	CPG Client	2.7		2.7	1
9	9	Spark Foundry	Signet Group Plc UK Project, Department of Health Abu Dhabi United Arab Emirates, Al Khozama Saudi Arabia	2.5		2.5	17
10	30	Performics	Volia-Cable LLC Ukraine	2.4		2.4	8
11	28	Digitas	CPG Client	1.9		1.9	10
12	6	PHD	Deia Germany, Hormel Foods	1.4		1.4	8
13	7	Wavemaker	Forresto FMAC Spain, Forno Spa Italy, Amica Chips Spa Italy, Quiva Assicurazioni Spa Italy	1.7	AGOS Italy	1.1	12
14	8	BETC	SNCF France	1.1		1.1	1
15	24	Publicis Media	Puig Ireland	1.0		1.0	7
16	61	Publicis Groupe	Pierre Fabre S.A. Belgium	0.8		0.8	3
17	11	Brainlabs	CPG Client	0.8		0.8	4
18	10	Arena Media	Piazza Italia Italy	0.9		0.8	1
19	12	JAA	Pure Cremation UK	0.7		0.7	1
20	13	Hearts & Science	AGOS Italy, TeamSystem Italy	0.6		0.6	2
<b>2024 (Jan-Apr):</b>						<b>52.4</b>	<b>232</b>
<b>2023 (Jan-Apr):</b>						<b>70.8</b>	<b>296</b>
<b>YoY Comparison:</b>						<b>-26.0%</b>	<b>-21.6%</b>
<b>2024 Creative &amp; Media (Jan-Apr):</b>						<b>194.6</b>	<b>544</b>
<b>2023 Creative &amp; Media (Jan-Apr):</b>						<b>175.1</b>	<b>690</b>
<b>YoY Comparison:</b>						<b>11.1%</b>	<b>-21.2%</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.