



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	Publicis Groupe	Pfizer US	150.0		150.0	1	
2	2	Dentsu	Lowe's Companies, Inc. US Project, 2024 XC60 Campaign China Adaptation Taiwan Project, Central park Digital India	94.5	Taiwan Semi-Conductor Taiwan	93.5	101	
3	5	Ogilvy	Kurl On India, Uber Taiwan Project, Twin Towers Construction Taiwan	42.0	Vodafone UK	37.5	147	
4	3	BBDO	JLR SOCIAL China, Boat Race Shimonoseki Japan, Alibaba Olympic Paris 2024 China Campaigns	31.3		31.3	69	
5	14	Leo Burnett	Teva Ukraine, LLC Ukraine, REWE - Penny Czech Republic, Pepsico Ukraine Project	30.0		30.0	48	
6	47	Publicis Worldwide	Yatas Bedding Turkey, Notino Czech Republic Project, Nutricia China Project	29.0		29.0	64	
7	4	VML	Perrigo UK, Telefonica LATAM, Biden for President US, Wendy's US	24.9		24.9	100	
8	6	Adam&Eve	Volkswagen Commercial Vehicles UK	20.4		20.4	2	
9	50	MSL	Richelieu Hardware Ltd Canada, Visa Canada Project, Royal Bank of Canada Canada Project	20.4		20.4	68	
10	7	Havas Worldwide	SNCF France, Piazza Italia Italy, Famous Footwear US	18.3		18.3	34	
11	38	BBH	SAMSUNG ELECTRONICS CO LTD UK, Haagen-Dazs UK Ltd UK	14.3		14.3	9	
12	52	Digitas	Huawei China China Project, Lee Kum Kee China Project, SBI Cards & Payment Services Pvt Ltd India	13.5		13.5	25	
13	59	Epsilon	Auto Client	10.8		10.8	27	
14	8	Grey Group	Swisher Sweets Global, CHANEL China Project, Samsung Italy Project	10.1		10.1	42	
15	9	DDB	Lynx Middle East LLC Hong Kong Project, Red Bull India, Union bank India	8.1		8.1	40	
16	58	Prodigious	BOSE CORPORATION China Project, CHARLOTTE TILBURY BEAUTY LTD China Project, Visa Usa Inc China Project	7.5		7.5	18	
17	10	Pearmill	Nex US, Stamps.com US, ShipStation US	6.0		6.0	3	
18	11	MullenLowe Group	Instituto Hondureño de Turismo Honduras Project, Hasbro Mexico, Politecnico Gran Colombiano Colombia	5.0		5.0	38	
19	12	VCCP	R&A UK, Co-Op UK, Hovis UK	4.8		4.8	5	
20	-	Le Pub	FMCG Client	4.0		4.0	3	
						2024 (Jan-Apr):	504.7	1,125
						2023 (Jan-Apr):	328.9	1,242
						YoY Comparison:	53.4%	-9.4%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	Wavemaker	Huawei (Outbound) Multi-markets, J. K. Cement Limited India, FOTILE	23.0	AGOS Italy	22.4	46	
2	5	Havas Media	ADUSA US, SAICGM China, Amore Pacific China	19.5		19.0	67	
3	-	Mindshare	Lincoln & Ford China, Nestle (SEA win) Malaysia, Nestle (SEA win)	26.3	Picnic Netherlands	16.1	46	
4	2	dentsu X	Ferrero US, Lidl Finland, Denizbank Turkey	14.1		14.0	45	
5	3	PHD	Vitasoy Hong Kong, DKT International Kenya Project, Dela	12.2	Banco Caja Social - Colombia Colombia	12.0	21	
6	4	OMD	Poste Italiane Italy, Halfords UK, Henkel AG Italy	9.6		9.4	28	
7	31	Starcom	Ubisoft France, HKMC Annuity Hong Kong, PJSC "Darnytsia	9.0		8.7	40	
8	7	Initiative	Intuit - Quickbooks Canada, Ather Energy India, Government of Ontario	8.0		8.0	34	
9	6	Carat	Poltronesofa France, Elkjøp Norway, Elgiganten Denmark	7.4		7.3	48	
10	11	Brainlabs	Atlas World Group US Retainer	6.3		6.3	21	
11	23	Zenith	AutoSports Group Australia, Eli Lilly Australia Project, Children's Cancer	6.0		6.0	39	
12	8	LS Digital	TALEEM RESEARCH FOUNDATION India, Airloom Lifestyle Private	5.4		5.4	47	
13	-	Connect	OPTIMUM US	4.5		4.5	3	
14	-	OneVibe	Spotify US	4.0		4.0	1	
15	15	Spark Foundry	Thermacell Canada, Department of Health Abu Dhabi United Arab	3.8		3.8	26	
16	9	Critical Mass	BMW North America, Expedia Canada, Delta Faucet Canada	3.5		3.5	9	
17	40	Performics	Volia-Cable LLC Ukraine	3.1		3.1	13	
18	10	Ryvalmedia	Live Nation Affiliates (Secret Sounds) Australia, Live Nation	2.6		2.6	16	
19	39	Digitas	CPG Client	2.1		2.1	12	
20	12	Hearts & Science	AGOS Italy, TeamSystem Italy, InDrive Colombia	2.0		2.0	10	
						2024 (Jan-Apr):	168.4	628
						2023 (Jan-Apr):	286.2	832
						YoY Comparison:	-41.1%	-24.5%
						2024 Creative & Media (Jan-Apr):	673.1	1,753
						2023 Creative & Media (Jan-Apr):	615.1	2,074
						YoY Comparison:	9.4%	-15.5%

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 Aprketing ROI.