



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

UK / 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	24	BBH	Häagen-Dazs, SAMSUNG ELECTRONICS CO LTD	7.09		7.09	3
2	1	VCCP	R&A, Co-Op, Hovis	3.73		3.73	5
3	2	Ogilvy	CPG Client	4.92		3.37	3
4	-	Saatchi & Saatchi	Ibis Global, Accor Group Project	2.52		2.21	3
5	3	Leo Burnett	Vodafone	1.55		1.55	3
6	61	Turner Duckworth	FMCG Client	0.70		0.70	3
7	4	AMV BBDO	Tempo	0.47		0.47	1
8	34	MSL	FMCG Client	0.47		0.47	2
9	36	SalterBaxter	FMCG Client	0.47		0.47	2
10	5	Uncovered	KFC Social Media	0.39		0.39	1
11	6	TBWA	Soreen, Blesma Project	0.36		0.36	2
12	7	CTI Digital	Zip World Digital, Stada Arzneimittel AG	0.35		0.35	2
13	8	Adam&Eve	Volkswagen Commercial Vehicles	0.31		0.31	1
14	9	VML	Perrigo	0.31		0.31	1
15	10	Elvis	Birds Eye Project	0.31		0.31	1
16	11	TMW Unlimited	Suzuki Motors GB CRM	0.31		0.31	1
17	12	Above & Beyond	Itsu	0.31		0.31	1
18	13	St Luke's	Checktrade	0.31		0.31	1
19	14	Rapp	The British Council	0.31		0.31	1
20	15	Isobel	Gosh! Food	0.31		0.31	1
2024 (Jan-Apr):						24.4	59



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

UK / 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	Initiative	J&J (Janssen), Deliveroo	1.94		1.94	2
2	2	OMD	Halfords	1.23		1.23	1
3	22	Digitas	CPG Client	0.78		0.78	1
4	3	Carat	Scottish government	0.71		0.71	1
5	4	Wavemaker	Rightmove Group Limited, Rightmove	0.61		0.61	2
6	5	JAA	Pure Cremation	0.50		0.50	1
7	6	CHS	Currys, Mitchells & Butlers	0.47		0.47	2
8	7	Brainlabs	CPG Client	0.34		0.34	1
9	8	Zenith	Funky Pigeon	0.23		0.23	1
10	9	Republic of Media	The Financial Services Compensation Scheme	0.23		0.23	1
11	10	The7Stars	Air up	0.23		0.23	1
12	11	Starcom	Ubisoft	0.23		0.23	1
13	12	Drummond Central	Fentimans	0.23		0.23	1
14	13	Brave Bison	ProCook	0.23		0.23	1
15	14	Yonder Media	Itsu	0.23		0.23	1
16	26	Spark Foundry	Signet Group Plc Project	0.23		0.23	2
17	15	Havas Media	Wizards of the Coast AOR - full media planning and buying	0.17		0.17	1
18	16	iProspect	Europcar Offline	0.14		0.14	1
19	17	M/SIX	Govia Thameslink Railway Media	0.08		0.08	1
20	18	Medialab	Save the Children UK Media	0.04		0.04	1
2024 (Jan-Apr):						8.3	24

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.