



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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, HANSCRAFT, s.r.o. Czech Republic	151.0		151.0	3	
2	3	Ogilvy	Unilever Beauty Brands Global, Estee Lauder/Clinique Lab China, Disney Studios China	124.9	Vodafone UK	120.4	314	
3	2	Dentsu	Adobe Global, BT UK B2B and Social, Tourism Bureau, Rep. Of	112.3	Taiwan Semi-Conductor Taiwan	111.0	186	
4	4	Leo Burnett	Stage Entertainment España Spain Project, Stage Entertainment España a Spain Project	57.0		57.0	93	
5	8	72andSunny	Adobe Global, Choice Hotels US, General Motors US	51.5		51.5	5	
6	5	WPP	AstraZeneca Global	50.0		50.0	1	
7	6	BBDO	TableMark Japan , Fortress Investment Group Japan , Boat	44.5		44.5	115	
8	7	Publicis Worldwide	Mondelez US, Rogers Communications Canada Inc. US, Universita Bocconi Italy Project, Voxa Italia S.r.l. Italy,	41.1		41.1	94	
9	9	MSL		39.3		39.3	131	
10	10	Anomaly	General Motors US	41.0	Carnival Cruise Line US	33.0	2	
11	11	FCB	Pringles Global	30.2		30.2	2	
12	12	VML	Public Investment Funds PIF United Arab Emirates, AIG US, Federal	28.7		28.5	104	
13	13	Digitas	WESTERN UNION FINANCIAL SERVICES Global, Kernpharma Portugal, Caltex Australia Limited Thailand Project	25.4		25.4	59	
14	14	Havas Worldwide	WEBUILD Italy, Fondazione Buon Lavoro Italy Project, ALLERGAN	23.5		23.5	47	
15	23	DDB	PRAOHOM Thailand PROJECT, Volkswagen Global, BestMart360	22.7		22.7	70	
16	15	Adam&Eve	Volkswagen Commercial Vehicles UK, Great Western Railway UK	21.4		21.4	7	
17	16	Mother	General Motors US, Duolingo UK Social Media	20.3		20.3	2	
18	17	Preacher	General Motors US	20.0		20.0	1	
19	18	BBH	SAMSUNG ELECTRONICS CO LTD UK, Haagen-Dazs UK Ltd UK,	16.5		16.5	15	
20	19	Prodigious	Chow Tai Fook China Project, Heineken Trading (Shanghai) Co.,	15.5		15.5	34	
						2024 (Jan-Aug):	999.2	2,102
						2023 (Jan-Aug):	970.6	2,875
						YoY Comparison:	2.9%	-26.9%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Aug 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	14	Omnicom Media Group	GAP US, Amazon NA, Reckitt LATAM	155.7		155.7	12	
2	1	PHD	Shriram Finance Limited India, Junlebao China, Gobierno de Chile	151.2	Banco Caja Social - Colombia Colombia	148.9	50	
3	-	WPP	Amazon EMEA, APAC	100.0		100.0	1	
4	2	Publicis Media	H&M Group EMEA, Rocket Companies US, Hershey's US	91.5		91.5	26	
5	3	Starcom	Nestle (China) Ltd. China, LEGO SYSTEMS INC Global, Yango EMEA	55.9	ISDIN Spain	55.5	67	
6	7	Mediahub	Etsy US, Cencosud LATAM, Pepsi foods LATAM	53.1		53.1	14	
7	4	Spark Foundry	Yum! Restaurants China, AB VOLVO China, Molson Coors Brewing	40.9		40.9	39	
8	5	Havas Media	RabotCharge Germany, Iberia Brazil, Catch Masale India	36.0		30.1	109	
9	6	Wavemaker	Luminous Power Technologies Private Limited India AOR , Cargill	35.3	AGOS Italy	28.4	87	
10	9	Zenith	Sky Europe, Very Group UK, Iberdrola, S.A. Spain, JD Sport China	27.9	Scotts US Search/Retail	25.9	70	
11	8	OMD	GMO UAE Project, Turkish Airline China, South Eastern Trains Ltd UK	21.0	Postobon Colombia	20.6	62	
12	12	dentsu X	Choice Hotels US, Honda Taiwan Co., Ltd. Taiwan, Toyota Thailand	20.7		20.6	89	
13	10	Brainlabs	Atlas World Group US Retainer	18.8		18.8	60	
14	11	Carat	Bosch US, Pruksa Real Estate Public Company Limited Thailand, Waaree	16.7	Metrolix Canada	16.3	63	
15	40	iProspect	Ebay Global, Enfamil Us	11.8		10.2	44	
16	13	LS Digital	Deco Window India, Malabar Gold Limited India, Tata Autocomp Gy	6.1		6.1	69	
17	15	Digitas	Office Park Plovdiv Eood Bulgaria, Cosmetic Lab Latvia Project, Latvijas Republikas Valsts Kontrole Latvia	4.7		4.7	29	
18	16	Connect	OPTIMUM US	4.5		4.5	3	
19	17	Performics	Volia-Cable LLC Ukraine	4.4		4.4	18	
20	18	OneVibe	Spotify US	4.0		4.0	1	
						2024 (Jan-Aug):	586.7	1,168
						2023 (Jan-Aug):	565.0	1,343
						YoY Comparison:	3.8%	-13.0%
						2024 Creative & Media (Jan-Aug):	1,585.9	3,270
						2023 Creative & Media (Jan-Aug):	1,535.6	4,218
						YoY Comparison:	3.3%	-22.5%

### 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](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.