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	-	Canvas Worldwide	GT's Living Foods US	1.0		1.0	1
12	8	Ogilvy	Hy-Vee US	2.9	Truly US	0.9	9
13	-	PMG	Air Carrier JSX US	0.4		0.4	1

2024 (Jan-Mar)	209.8	50
2023 (Jan-Mar)	50.6	58
YoY Comparison:	314.5%	-13.8%

R3

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	1	NP Digital	Groupon US, Entrust US, RAISIN US LLC US	7.3		7.3	133
3	2	PHD	HP Inc. Global	1.9		1.9	1
4	3	Critical Mass	BMW North America	1.5		1.5	1
5	4	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1
6	37	Havas Media	Famous Footwear US	0.7		0.7	1
7	5	Pearmill	Orkin US AOR	0.5		0.5	1
8	16	Canvas worldwide	GT's Living Foods US	0.5		0.5	1
9	17	Mediahub	Epidemic Sound US, Patek Phillipe US	0.5		0.5	2
10	6	M/SIX	PVH NA	0.3		0.3	2
11	27	PMG	Air Carrier JSX US	0.2		0.2	1
12	7	Brainlabs	Atlas World Group US Retainer	0.1		0.1	1

2024 (Jan-Mar)	14.5	146
2023 (Jan-Mar)	43.0	25
YoY Comparison:	-66.3%	484%

2024 Creative & Media (Jan-Mar)	224.3	196
2023 Creative & Media (Jan-Mar)	93.6	83
YoY Comparison:	139.6%	136.1%