



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	Dentsu	T-Mobile US, Snag UK	80.1		80.0	2
2	12	Adam&Eve	Volkswagen Commercial Vehicles UK	20.4		20.4	2
3	2	VML	Perrigo UK, Telefonica LATAM, Biden for President US, Wendy's US	11.5		11.5	85
4	4	DDB	The British Council UK, Metropolitan Manila Development Authority Philippines Project, Home Development Mutual Fund Philippines Project	6.5		6.5	24
5	3	Havas Worldwide	Air Asia Cambodia Project, VIACOM India, Ausgrid Australia Project	6.0		6.0	15
6	21	MullenLowe Group	Instituto Hondureño de Turismo Honduras Project, Hasbro Mexico, Politecnico Gran Colombiano Colombia	5.0		5.0	38
7	49	Pearmill	Stamps.com US, ShipStation US	4.0		4.0	2
8	8	Grey Group	Coca-Cola Mexico Project, Hong Kong Science and Technology Parks Corp Hong Kong Project, Lee Kum Kee Hong Kong Project	3.3		3.3	30
9	-	Pereira O'Dell	Manscaped US, Simplisafe US, Sunny D US	2.5		2.5	5
10	5	Leo Burnett	Vodafone UK	2.0		2.0	1
11	6	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4
12	7	Goodby Silverstein & Partners	Truly US	2.0		2.0	1
13	-	McCann Worldgroup	PwC Global	2.0		2.0	1
14	10	BBDO	Nippon Menard Cosmetics Co., Ltd. Japan, Senju Pharmaceutical Co., Ltd. Japan Project, JR Kyushu Building Management Japan Project	1.4		1.4	29
15	9	Apparent	Fleetwood Australia, Camec Australia, TAL Project Australia	1.0		1.0	5
16	11	Wondrlab	GHV Medical Anchor Private Limited-BeatXP India Project, Lifelong Online Retail Private Limited India Project, Mosaic Wellness Pvt Ltd India Project	0.8		0.8	123
17	3	Ogilvy	Hy-Vee US, 5i5j China	4.7		0.7	63
18	20	TBWA	Blesma UK Project	0.5		0.5	2
19	21	CTI Digital	Stada Arzneimittel AG UK	0.5		0.5	2
20	72	Elvis	Birds Eye UK Project	0.4		0.4	1
2024 (Jan-Feb):						78.3	466
2023 (Jan-Feb):						149.5	468
YoY Comparison:						-47.6%	-0.4%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Feb 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	Honor China (Buying) , Rightmove Group Limited UK, Rightmove UK	19.1	Darlie Thailand	18.8	30
2	2	PHD	SAIC Volkswagen China, Paragon Indonesia, HP Inc. Global, Danamon	10.5	Banco Caja Social - Colombia Colombia	10.3	7
3	3	Initiative	Air India India, Dia supermarkets Spain, Velobank Poland	5.7		5.7	16
4	4	Havas Media	Beam Suntory Germany and Austria, Exeed Mexico, Wizards of the Coast	5.3		5.3	27
5	5	NP Digital	Sand Technologies US, Barracuda US, Windstream US	4.6		4.6	156
6	6	Mindshare	TCL China, Haidilao China, ANI TECHNOLOGIES PRIVATE LIMITED	5.0	Picnic Netherlands	4.3	18
7	7	Critical Mass	BMW North America, Expedia Canada, Delta Faucet Canada	3.5		3.5	9
8	8	OMD	Henkel Mexico, Kalbe Indonesia, Tyson Thailand	2.7		2.7	9
9	9	Brainlabs	Atlas World Group US Retainer	2.0		2.0	9
10	10	Ryvalmedia	Hisense-Toshiba Australia, Narellan Pools Australia, Fixed Teeth	1.7		1.7	8
11	11	LS Digital	Nippon Life India Asset Management Limited India, DSP	1.1		1.1	21
12	12	Hearts & Science	Ferguson Enterprises US, Sony Home Entertainment Australia,	1.1		1.1	3
13	13	Spark Foundry	Health Services Executive Ireland, Lindt Slovakia, Visa Slovakia	0.8		0.8	6
14	-	JAA	Pure Cremation UK	0.7		0.7	1
15	-	CHS	Currys UK, Mitchells & Butlers UK	0.6		0.6	2
16	14	Pearmill	Orkin US AOR	0.5		0.5	1
17	15	Starcom	Ubisoft UK, Allianz Ireland, Allianz Ireland Digital	0.5		0.5	3
18	16	M/SIX	PVH NA, Govia Thameslink Railway UK Media	0.4		0.4	2
19	17	Zenith	Funky Pigeon UK	0.3		0.3	1
20	18	Republic of Media	The Financial Services Compensation Scheme UK	0.3		0.3	1
2024 (Jan-Feb):						64.5	339
2023 (Jan-Feb):						147.6	326
YoY Comparison:						-56.3%	4.0%

2024 Creative & Media (Jan-Feb):	142.8	805
2023 Creative & Media (Jan-Feb):	297.1	794
YoY Comparison:	-51.9%	1.4%

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 marketing ROI.