



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	T-Mobile US, Lowe's Companies, Inc. US Project	80.8		80.8	4	
3	3	VML	Biden for President US, Wendy's US, T-Mobile US	8.9		8.9	15	
4	4	Pearmill	Nex US, Stamps.com US, ShipStation US	6.0		6.0	3	
5	25	PXP	OPTIMUM Project	3.4		3.4	9	
6	27	Digitas	IT Client	3.0		3.0	1	
7	5	Pereira O'Dell	Manscaped US, Simplisafe US, Sunny D US	2.5		2.5	5	
8	52	MSL	FMCG Client	2.4		2.4	8	
9	6	Goodby Silverstein & Partners	Truly US	2.0		2.0	1	
10	7	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4	
11	21	Leo Burnett	Molson Coors US, Yum Brands US Project	2.0		2.0	4	
12	8	Grey Group	Astellas US LLC US, Swisher Sweets Global, Astellas US LLC Global	1.7		1.7	3	
13	9	Havas Worldwide	Famous Footwear US	1.4		1.4	1	
14	43	The Community	FMCG Client	1.2		1.2	4	
15	10	McCann Worldgroup	PwC Global	1.0		1.0	1	
16	11	Ogilvy	Hy-Vee US	2.9	Truly US	0.9	9	
17	68	Team One	Construction Client	0.6		0.6	2	
18	34	BBH	Finance Client	0.5		0.5	1	
19	38	Arc	Education Client	0.5		0.5	1	
20	12	PMG	Air Carrier JSX US	0.4		0.4	1	
						2024 (Jan-Apr)	191.5	79
						2023 (Jan-Apr)	61.5	100
						YoY Comparison:	211.3%	-21.0%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	Dentsu x	Ferrero US	9.3		9.3	1
2	-	OneVibe	Spotify US	4.0		4.0	1
3	5	Havas Media	Famous Footwear US, ADUSA US	4.0		4.0	2
4	2	PHD	HP Inc. Global	1.9		1.9	1
5	-	Connect	OPTIMUM US	1.8		1.8	2
6	3	Critical Mass	BMW North America	1.5		1.5	1
7	4	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1
8	6	Pearmill	Orkin US AOR	0.5		0.5	1
9	7	Canvas worldwide	GT's Living Foods US	0.5		0.5	1
10	8	Mediahub	Epidemic Sound US, Patek Phillippe US	0.5		0.5	2
11	9	M/SIX	PVH NA	0.3		0.3	2
12	10	PMG	Air Carrier JSX US	0.2		0.2	1
13	12	Publicis Media	CPG Client	0.2		0.2	1
14	14	Spark Foundry	CPG Client	0.2		0.2	1
15	15	Zenith	CPG Client	0.2		0.2	1
16	-	Team One	CPG Client	0.2		0.2	1
17	11	Brainlabs	Atlas World Group US Retainer	0.1		0.1	1
18	21	Digitas	CPG Client	0.1		0.1	1

2024 (Jan-Apr)	16.9	22
2023 (Jan-Apr)	57.8	38
YoY Comparison:	-70.8%	-42%

2024 Creative & Media (Jan-Apr)	208.3	101
2023 Creative & Media (Jan-Apr)	119.3	138
YoY Comparison:	74.6%	-26.8%

### 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 Jun keting ROI.