



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / May 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	16	Ogilvy	Hy-Vee US	11.2	Truly US	9.2	16
4	3	VML	Biden for President US, Wendy's US, T-Mobile US	8.9		8.9	15
5	4	Pearmill	Puzzle US, Hey Sunday US, Maximus US	7.0		7.0	8
6	-	Iris	ADT US, Care.com US, Honda - Baltimore US	3.8		3.8	19
7	5	PXP	OPTIMUM Project	3.4		3.4	9
8	6	Digitas	IT Client	3.0		3.0	1
9	7	Pereira O'Dell	Manscaped US, Simplisafe US, Sunny D US	2.5		2.5	5
10	8	MSL	FMCG Client	2.4		2.4	8
11	12	Grey Group	Cayman Islands Department of Tourism US, Astellas US LLC	2.2		2.2	4
12	9	Goodby Silverstein & Partners	Truly US	2.0		2.0	1
13	10	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4
14	11	Leo Burnett	Molson Coors US, Yum Brands US Project	2.0		2.0	4
15	13	Havas Worldwide	Famous Footwear US	1.4		1.4	1
16	14	The Community	FMCG Client	1.2		1.2	4
17	15	McCann Worldgroup	PwC Global	1.0		1.0	1
18	17	Team One	Construction Client	0.6		0.6	2
19	18	BBH	Finance Client	0.5		0.5	1
20	19	Arc	Education Client	0.5		0.5	1
2024 (Jan-May):						205.5	113
2023 (Jan-May):						219.1	117
YoY Comparison:						-6.2%	-3.4%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / May 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	10	Mediahub	Ulta US, Vidanta hotels US, Epidemic Sound US, Patek Philippe	20.8		20.8	4
2	1	Dentsu x	Ferrero US	9.3		9.3	1
3	44	Carat	IKEA US	6.0		6.0	1
4	3	Havas Media	Saudi Tourism Global, Famous Footwear US, ADUSA US	6.0		6.0	3
5	19	Omnicom Media Group	GAP US	5.0		5.0	1
6	2	OneVibe	Spotify US	4.0		4.0	1
7	39	Universal McCann	Levi's Global	3.7		3.7	1
8	4	PHD	HP Inc. Global	1.9		1.9	1
9	5	Connect	OPTIMUM US	1.8		1.8	2
10	6	Critical Mass	BMW North America	1.5		1.5	1
11	7	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1
12	9	Canvas worldwide	GT's Living Foods US, LALO Tequila US	0.8		0.8	2
13	8	Pearmill	Orkin US AOR	0.5		0.5	1
14	11	M/SIX	PVH NA	0.3		0.3	2
15	12	PMG	Air Carrier JSX US	0.2		0.2	1
16	30	Crossmedia	Edible US Performance	0.2		0.2	1
17	13	Publicis Media	CPG Client	0.2		0.2	1
18	14	Spark Foundry	CPG Client	0.2		0.2	1
19	15	Zenith	CPG Client	0.2		0.2	1
20	16	Team One	CPG Client	0.2		0.2	1

2024 (Jan-May):	48.2	31
2023 (Jan-May):	101.3	44
YoY Comparison:	-52.4%	-29.5%

2024 Creative & Media (Jan-May):	253.7	144
2023 Creative & Media (Jan-May):	320.4	161
YoY Comparison:	-20.8%	-10.6%

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.