



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jun 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	Honeywell International Inc. US, Empire Today, LLC US Project	80.9		80.9	7	
3	57	72andSunny	General Motors US	40.0		40.0	1	
4	59	Anomaly	General Motors US	40.0	Carnival Cruise Line US	32.0	1	
5	26	Mother	General Motors US	20.0		20.0	1	
6	-	Preacher	General Motors US	20.0		20.0	1	
7	-	Bandits & Friends	Liberty Mutual US	15.0		15.0	1	
8	3	Ogilvy	Hy-Vee US	11.2	Truly US	9.2	16	
9	4	VML	Biden for President US, Wendy's US, T-Mobile US	8.9		8.9	15	
10	-	TBWA\Chiat\Day	Carnival Cruise Line US	8.0		8.0	1	
11	5	Pearmill	Puzzle US, Hey Sunday US, Maximus US	7.0		7.0	8	
12	6	Iris	ADT US, Care.com US, Honda - Baltimore US	3.8		3.8	19	
13	7	PXP	OPTIMUM Project	3.4		3.4	9	
14	8	Digitas	IT Client	3.0		3.0	1	
15	9	Pereira O'Dell	Manscaped US, Simplisafe US, Sunny D US	2.5		2.5	5	
16	10	MSL	FMCG Client	2.4		2.4	8	
17	11	Grey Group	Cayman Islands Department of Tourism US, Astellas US LLC IIS,	2.2		2.2	4	
18	12	Goodby Silverstein & Par	Truly US	2.0		2.0	1	
19	13	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4	
20	14	Leo Burnett	Molson Coors US, Yum Brands US Project	2.0		2.0	4	
						2024 (Jan-Jun):	307.6	130
						2023 (Jan-Jun):	257.4	191
						YoY Comparison:	19.5%	-31.9%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jun 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	8	PHD	Volkswagen AG Global, Priceline US, Singapore Airlines Global	44.4		44.4	4	
2	1	Mediahub	Ulta US, Vidanta hotels US, Epidemic Sound US, Patek Phillipe	20.8		20.8	4	
3	42	Starcom	Lego US	18.0		18.0	1	
4	2	Dentsu x	Ferrero US	9.3		9.3	1	
5	3	Carat	IKEA US	6.0		6.0	1	
6	4	Havas Media	Saudi Tourism Global, Famous Footwear US, ADUSA US	6.0		6.0	3	
7	5	Omnicom Media Group	GAP US	5.0		5.0	1	
8	6	OneVibe	Spotify US	4.0		4.0	1	
9	7	Universal McCann	Levi's Global	3.7		3.7	1	
10	9	Connect	OPTIMUM US	1.8		1.8	2	
11	10	Critical Mass	BMW North America	1.5		1.5	1	
12	11	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1	
13	12	Canvas worldwide	GT's Living Foods US, LALO Tequila US	0.8		0.8	2	
14	13	Pearmill	Orkin US AOR	0.5		0.5	1	
15	14	M/SIX	PVH NA	0.3		0.3	2	
16	34	Carmichael Lynch	Korbel US	0.3		0.3	1	
17	-	Cutwater	San Francisco Coffee US	0.3		0.3	1	
18	15	PMG	Air Carrier JSX US	0.2		0.2	1	
19	16	Crossmedia	Edible US Performance	0.2		0.2	1	
20	17	Publicis Media	CPG Client	0.2		0.2	1	
						2024 (Jan-Jun):	91.3	37
						2023 (Jan-Jun):	109.1	53
						YoY Comparison:	-16.3%	-30.2%
						2024 Creative & Media (Jan-Jun):	398.8	167
						2023 Creative & Media (Jan-Jun):	366.4	244
						YoY Comparison:	8.8%	-31.6%

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 Junketing ROI.