



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Jul 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	3	72andSunny	General Motors US	40.0		40.0	1	
4	68	WPP	AstraZeneca Global	35.0		35.0	1	
5	4	Anomaly	General Motors US	41.0	Carnival Cruise Line US	33.0	2	
6	5	Mother	General Motors US	20.0		20.0	1	
7	6	Preacher	General Motors US	20.0		20.0	1	
8	34	FCB	Kenvue Inc. US, Pringles Global	15.2		15.2	2	
9	7	Bandits & Friends	Liberty Mutual US	15.0		15.0	1	
10	9	VML	AIG US, Federal Reserve Bank of Chicago US Project, American	11.7		11.7	18	
11	87	Tombras	Kellanova Edge Brands (6 brands): RXBAR, Nutrigrain, MorningStar	11.0		10.0	3	
12	8	Ogilvy	Hy-Vee US	11.2	Truly US	9.2	16	
13	11	Pearmill	Vetted.ai US, Relayfi.com US	8.0		8.0	10	
14	85	TBWA	Carnival Cruise Line US	8.0		8.0	1	
15	14	Digitas	SIMPLY GOOD FOODS US	4.9		4.9	5	
16	13	PXP	Nintendo US, OPTIMUM Project	4.6		4.6	12	
17	20	Leo Burnett	Molson Coors US, Yum Brands US Project	4.5		4.5	6	
18	86	Droga5	Bosch US	4.0		4.0	1	
19	-	nice&frank	Häagen-Dazs US	4.0		4.0	1	
20	12	Iris	ADT US, Care.com US, Honda - Baltimore US	3.8		3.8	19	
						2024 (Jan-Jul):	384.3	183
						2023 (Jan-Jul):	290.8	257
						YoY Comparison:	32.1%	-28.8%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Jul 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	PHD	Volkswagen AG Global, Priceline US, Singapore Airlines Global	44.4		44.4	4
2	20	Publicis Media	Rocket Companies US, Hershey's US, Olipop US	36.2		36.2	8
3	2	Mediahub	Etsy US, Ulta US, Vidanta hotels US, Epidemic Sound US, Patek Philippe	21.0		21.0	5
4	4	Dentsu x	Ferrero US	9.3		9.3	1
5	3	Starcom	LEGO SYSTEMS INC Global	8.8		8.8	1
6	5	Carat	Bosch US, IKEA US	8.5		8.5	2
7	7	Omnicom Media Group	GAP US	5.0		5.0	1
8	8	OneVibe	Spotify US	4.0		4.0	1
9	6	Havas Media	Saudi Tourism Global, Famous Footwear US, ADUSA US	6.0		4.0	3
10	27	OMD	Specsavers US	2.5		2.5	2
11	10	Connect	OPTIMUM US	1.8		1.8	2
12	21	Spark Foundry	Molson Coors Brewing Company US	1.7		1.7	3
13	11	Critical Mass	BMW North America	1.5		1.5	1
14	12	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1
15	22	Zenith	Bath & Body Works, LLC US, H&M H&M HENNES & MAURITZ LP US,	0.8		0.8	6
16	13	Canvas worldwide	GT's Living Foods US, LALO Tequila US	0.8		0.8	2
17	15	M/SIX	PVH NA	0.6		0.6	2
18	14	Pearmill	Orkin US AOR	0.5		0.5	1
19	16	Carmichael Lynch	Korbel US	0.3		0.3	1
20	17	Cutwater	San Francisco Coffee US	0.3		0.3	1

2024 (Jan-Jul):	117.3	57
2023 (Jan-Jul):	100.9	85
YoY Comparison:	16.2%	-32.9%

2024 Creative & Media (Jan-Jul):	501.5	240
2023 Creative & Media (Jan-Jul):	391.7	342
YoY Comparison:	28.1%	-29.8%

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 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.