



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	Adobe Global, Honeywell International Inc. US, Empire Today,	87.9		87.9	8	
3	3	72andSunny	Adobe Global, Choice Hotels US, General Motors US	47.5		47.5	3	
4	4	WPP	AstraZeneca Global	35.0		35.0	1	
5	5	Anomaly	General Motors US	41.0	Carnival Cruise Line US	33.0	2	
6	12	Ogilvy	Unilever Beauty Brands Global, Hy-Vee US	23.9	Truly US	21.9	21	
7	6	Mother	General Motors US	20.0		20.0	1	
8	7	Preacher	General Motors US	20.0		20.0	1	
9	8	FCB	Kenvue Inc. US, Pringles Global	15.2		15.2	2	
10	9	Bandits & Friends	Liberty Mutual US	15.0		15.0	1	
11	10	VML	AIG US, Federal Reserve Bank of Chicago US Project, American	11.7		11.7	18	
12	11	Tombras	Kellanova Edge Brands (6 brands): RXBAR, Nutrigrain, MorningStar	11.0		10.0	3	
13	-	Omnicom	Kenvue Global Content Factory US	10.0		10.0	1	
14	13	Pearmill	Trace US Creative Production & Optimization, Fresh Clean Threads	9.2		9.2	13	
15	14	TBWA	Carnival Cruise Line US	8.0		8.0	1	
16	56	Code and Theory	Adobe Global	7.0		7.0	1	
17	15	Digitas	SIMPLY GOOD FOODS US	4.9		4.9	5	
18	16	PXP	Nintendo US, OPTIMUM Project	4.6		4.6	12	
19	17	Leo Burnett	Molson Coors US, Yum Brands US Project	4.5		4.5	6	
20	18	Droga5	Bosch US	4.0		4.0	1	
						2024 (Jan-Aug):	432.1	201
						2023 (Jan-Aug):	331.8	281
						YoY Comparison:	30.2%	-28.5%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Aug 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	7	Omnicom Media Group	Amazon NA, GAP US	130.0		130.0	2
2	3	Mediahub	Etsy US, Kraken Global, Scotts US Search/Retail	50.8		50.8	8
3	1	PHD	Volkswagen AG Global, Priceline US, Singapore Airlines Global	44.4		44.4	4
4	2	Publicis Media	Rocket Companies US, Hershey's US, Olipop US	36.2		36.2	8
5	4	Dentsu x	Choice Hotels US, Ferrero US	14.2		14.2	2
6	5	Starcom	LEGO SYSTEMS INC Global	8.8		8.8	1
7	6	Carat	Bosch US, IKEA US	8.5		8.5	2
8	29	iProspect	Ebay Global, Enfamil US	5.4		5.4	2
9	8	OneVibe	Spotify US	4.0		4.0	1
10	9	Havas Media	Saudi Tourism Global, Famous Footwear US, ADUSA US	6.0		4.0	3
11	10	OMD	Specsavers US	2.5		2.5	2
12	25	Brainlabs	Atlas World Group US Retainer	1.9		1.9	9
13	11	Connect	OPTIMUM US	1.8		1.8	2
14	12	Spark Foundry	Molson Coors Brewing Company US	1.7		1.7	3
15	13	Critical Mass	BMW North America	1.5		1.5	1
16	14	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1
17	16	Canvas worldwide	GT's Living Foods US, LALO Tequila US	0.8		0.8	2
18	17	M/SIX	PVH NA	0.6		0.6	2
19	18	Pearmill	Orkin US	0.5		0.5	1
20	19	Carmichael Lynch	Korbel US	0.3		0.3	1

2024 (Jan-Aug):	149.9	72
2023 (Jan-Aug):	115.9	86
YoY Comparison:	29.4%	-16.3%

2024 Creative & Media (Jan-Aug):	582.0	273
2023 Creative & Media (Jan-Aug):	447.7	367
YoY Comparison:	30.0%	-25.6%

### 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](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 Junketing ROI.