



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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 | Lowe's Companies, Inc. US Project, 2024 XC60 Campaign China Adaptation Taiwan Project, Central park Digital creative AOR (TBG New Isobar) India | 94.5 | Taiwan Semi-Conductor Taiwan | 93.2 | 101 | |
| 3 | 3 | Ogilvy | Shanghai Diamond Exchange China, Huawei China, Huawei China | 69.7 | Vodafone UK | 65.2 | 220 | |
| 4 | 4 | BBDO | TOKYO METROPOLITAN GOVERNMENT Japan, Kenvue Inc. US, Pernod Ricad Japan(Mumm Promotion) Japan | 32.0 | | 32.0 | 81 | |
| 5 | 5 | Leo Burnett | Teva Ukraine, LLC Ukraine, REWE - Penny Czech Republic, Pepsico Ukraine Project | 30.0 | | 30.0 | 48 | |
| 6 | 6 | Publicis Worldwide | Yatas Bedding Turkey, Notino Czech Republic Project, Nutricia China Project | 29.0 | | 29.0 | 64 | |
| 7 | 7 | VML | Perrigo UK, Telefonica LATAM, Biden for President US, Wendy's US | 24.9 | | 24.7 | 100 | |
| 8 | 8 | Adam&Eve | Volkswagen Commercial Vehicles UK, Great Western Railway UK | 20.6 | | 20.6 | 3 | |
| 9 | 9 | MSL | Richeieu Hardware Ltd Canada, Visa Canada Project, Royal Bank of Canada Canada Project | 20.4 | | 20.4 | 68 | |
| 10 | 10 | Havas Worldwide | SNCF France, Piazza Italia Italy, Famous Footwear US | 18.3 | | 18.3 | 34 | |
| 11 | 11 | BBH | SAMSUNG ELECTRONICS CO LTD UK, Haagen-Dazs UK Ltd UK | 14.3 | | 14.3 | 9 | |
| 12 | 12 | Digitas | Huawei China China Project, Lee Kum Kee China Project, SBI Cards & Payment Services Pvt Ltd India | 13.5 | | 13.5 | 25 | |
| 13 | 14 | Grey Group | AB InBev Argentina Project, Coca-Cola Argentina Project, YANGO Mexico | 13.3 | | 13.3 | 48 | |
| 14 | 13 | Epsilon | Auto Client | 10.8 | | 10.8 | 27 | |
| 15 | 15 | DDB | Lynx Middle East LLC Hong Kong Project, Red Bull India, Union bank India | 9.7 | | 9.7 | 55 | |
| 16 | 18 | MullenLowe Group | Bank Rakyat Indonesia Indonesia, Pepsico Portugal Portugal, ČSOB Finančná skupina Slovakia | 9.1 | | 9.1 | 83 | |
| 17 | 16 | Prodigious | BOSE CORPORATION China Project, CHARLOTTE TILBURY BEAUTY LTD China Project, Visa Usa Inc China Project | 7.5 | | 7.5 | 18 | |
| 18 | 17 | Pearmill | Puzzle US, Hey Sunday US, Maximus US | 7.0 | | 7.0 | 8 | |
| 19 | 19 | VCCP | Hero Group Europe, Co-op Group UK Project, Hovis UK | 5.5 | | 5.5 | 8 | |
| 20 | - | Iris | SkillsFuture singapore Social, ADT US, Care.com US | 4.4 | | 4.4 | 20 | |
| | | | | | | 2024 (Jan-May): | 557.4 | 1,352 |
| | | | | | | 2023 (Jan-May): | 577.7 | 1,446 |
| | | | | | | YoY Comparison: | -3.5% | -6.5% |



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

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| 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 | 2 | Havas Media | Saudi Tourism Global, University of Law UK, Inchcape Colombia, Peru, | 28.0 | | 27.5 | 77 | |
| 2 | 29 | Mediahub | Ulta US, Vidanta hotels US, Vidanta hotels Mexico | 21.5 | | 21.5 | 8 | |
| 3 | 1 | Wavemaker | Bolton Group Srl Italy, Nintendo Italy, Grand Frais France | 26.9 | AGOS Italy | 20.2 | 72 | |
| 4 | 3 | Mindshare | Lincoln & Ford China, Nestle (SEA win) Malaysia, Nestle (SEA win) | 26.3 | Picnic Netherlands | 15.3 | 46 | |
| 5 | 4 | dentsu X | Ferrero US, Lidl Finland, Denizbank Turkey | 14.1 | | 14.0 | 45 | |
| 6 | 9 | Carat | IKEA US, Poltroneseofa France, Elkjøp Norway, Elgiganten Denmark | 13.4 | | 13.3 | 49 | |
| 7 | 8 | Initiative | Century Pacific Philippines, GOO - Ontario Cannabis Store Canada, | 11.9 | | 11.9 | 44 | |
| 8 | 6 | OMD | Halfords UK, Poste Italiane Italy, Halfords UK, Henkel AG Italy | 10.9 | | 10.7 | 29 | |
| 9 | 5 | PHD | Vitasoy Hong Kong, DKT International Kenya Project, Dela | 12.2 | Banco Caja Social - Colombia Colombia | 10.0 | 21 | |
| 10 | 7 | Starcom | Ubisoft France, HKMC Annuity Hong Kong, PJSC "Darnytsia | 9.0 | | 8.7 | 40 | |
| 11 | - | Universal McCann | Levi's Global | 7.1 | | 6.5 | 1 | |
| 12 | 10 | Brainlabs | Atlas World Group US Retainer | 6.3 | | 6.3 | 21 | |
| 13 | 11 | Zenith | AutoSports Group Australia, Eli Lilly Australia Project, Children's Cancer | 6.0 | | 6.0 | 39 | |
| 14 | 12 | LS Digital | TALEEM RESEARCH FOUNDATION India, Airloom Lifestyle Private | 5.4 | | 5.4 | 47 | |
| 15 | 46 | Omnicom Media Group | GAP US | 5.0 | | 5.0 | 1 | |
| 16 | 13 | Connect | OPTIMUM US | 4.5 | | 4.5 | 3 | |
| 17 | 14 | OneVibe | Spotify US | 4.0 | | 4.0 | 1 | |
| 18 | 15 | Spark Foundry | Thermacell Canada, Department of Health Abu Dhabi United Arab | 3.8 | | 3.8 | 26 | |
| 19 | 16 | Critical Mass | BMW North America, Expedia Canada, Delta Faucet Canada | 3.5 | | 3.5 | 9 | |
| 20 | 17 | Performics | Volia-Cable LLC Ukraine | 3.1 | | 3.1 | 13 | |
| | | | | | | 2024 (Jan-May): | 220.1 | 696 |
| | | | | | | 2023 (Jan-May): | 385.5 | 951 |
| | | | | | | YoY Comparison: | -42.9% | -26.8% |
| | | | | | | 2024 Creative & Media (Jan-May): | 777.6 | 2,048 |
| | | | | | | 2023 Creative & Media (Jan-May): | 963.3 | 2,397 |
| | | | | | | YoY Comparison: | -19.3% | -14.6% |

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.