



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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	BT UK B2B and Social, Tourism Bureau, Rep. Of China (taiwan) Taiwan, Herbalife Nutrition Ltd. Vietnam Project	102.3	Taiwan Semi-Conductor Taiwan	101.0	185	
3	3	Ogilvy	LIAN FA International Taiwan Project, Lazada Indonesia Retainer, Lazada Vietnam Retainer	70.4	Vodafone UK	65.9	237	
4	-	72andSunny	General Motors US	40.0		40.0	1	
5	4	BBDO	Permod Ricard Japan Japan, SONY Japan, Hong Kong Jockey Club Hong Kong 8 month project	39.7		39.7	88	
6	-	Anomaly	General Motors US	40.0	Carnival Cruise Line US	32.0	1	
7	5	Leo Burnett	Teva Ukraine, LLC Ukraine, REWE - Penny Czech Republic, Pepsico Ukraine Project	30.0		30.0	48	
8	6	Publicis Worldwide	Yatas Bedding Turkey, Notino Czech Republic Project, Nutricia China Project	29.0		29.0	64	
9	7	VML	Perrigo UK, Telefonica LATAM, Biden for President US, Wendy's US	24.9		24.7	100	
10	8	Adam&Eve	Volkswagen Commercial Vehicles UK, Great Western Railway UK	20.6		20.6	3	
11	9	MSL	Richelieu Hardware Ltd Canada, Visa Canada Project, Royal Bank of Canada Canada Project	20.4		20.4	68	
12	-	Mother	General Motors US	20.0		20.0	1	
13	-	Preacher	General Motors US	20.0		20.0	1	
14	10	Havas Worldwide	SNCF France, Piazza Italia Italy, Famous Footwear US	18.3		18.3	34	
15	-	Bandits & Friends	Liberty Mutual US	15.0		15.0	1	
16	11	BBH	SAMSUNG ELECTRONICS CO LTD UK, Haagen-Dazs UK Ltd UK	14.3		14.3	9	
17	12	Digitas	Huawei China China Project, Lee Kum Kee China Project, SBI Cards & Payment Services Pvt Ltd India	13.5		13.5	25	
18	13	Grey Group	AB InBev Argentina Project, Coca-Cola Argentina Project, YANGO Mexico	13.3		13.3	48	
19	14	Epsilon	Auto Client	10.8		10.8	27	
20	15	DDB	Lynx Middle East LLC Hong Kong Project, Red Bull India, Union bank	9.7		9.7	55	
						2024 (Jan-Jun):	661.4	1,477
						2023 (Jan-Jun):	663.3	1,818
						YoY Comparison:	-0.3%	-18.8%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	9	PHD	Volkswagen AG Global, Sainsbury's UK, Priceline US	146.3	Banco Caja Social - Colombia Colombia	144.0	31	
2	1	Havas Media	Carrefour France, Belgium, Vancity Canada, Muthoot India	30.6		30.1	92	
3	10	Starcom	Lego US, Ubisoft France, HKMC Annuity Hong Kong	27.0	ISDIN Spain	26.5	41	
4	2	Mediahub	Ulta US, Vidanta hotels US, Vidanta hotels Mexico	21.5		21.5	8	
5	26	Publicis Media	Puig Ireland, Yum! Brands China	21.2		21.2	9	
6	3	Wavemaker	Bolton Group Srl Italy, Nintendo Italy, Grand Frais France	26.9	AGOS Italy	20.0	72	
7	5	dentsu X	Honda Taiwan Co., Ltd. Taiwan, Toyota Thailand Project, Traveloka	15.8		15.7	88	
8	6	Carat	Pruksa Real Estate Public Company Limited Thailand, Waaree Energies	14.2	Metrolinx Canada	13.8	62	
9	8	OMD	Opella (Sanofi CHC) China, Messe München Germany, Zero Finance	11.9	Postobon Colombia	11.7	37	
10	11	Universal McCann	Levi's Global	7.1		6.5	1	
11	12	Brainlabs	Atlas World Group US Retainer	6.3		6.3	21	
12	13	Zenith	AutoSports Group Australia, Eli Lilly Australia Project, Children's Cancer	6.0		6.0	39	
13	14	LS Digital	Satiya Nutraceuticals Pvt. Ltd India, JSW Paints Private Limited India,	5.5		5.5	52	
14	15	Omnicom Media Group	GAP US	5.0		5.0	1	
15	16	Connect	OPTIMUM US	4.5		4.5	3	
16	17	OneVibe	Spotify US	4.0		4.0	1	
17	18	Spark Foundry	Thermacell Canada, Department of Health Abu Dhabi United Arab Emirates, Al Khozama Saudi Arabia	3.8		3.8	26	
18	19	Critical Mass	BMW North America, Expedia Canada, Delta Faucet Canada	3.5		3.5	9	
19	20	Performics	Volia-Cable LLC Ukraine	3.1		3.1	13	
20	21	Ryvalmedia	ErgoPouch Australia, Millbrook Group Australia	3.0		3.0	20	
						2024 (Jan-Jun):	364.6	847
						2023 (Jan-Jun):	423.9	1,176
						YoY Comparison:	-14.0%	-28.0%
						2024 Creative & Media (Jan-Jun):	1,026.0	2,324
						2023 Creative & Media (Jan-Jun):	1,087.2	2,994
						YoY Comparison:	-5.6%	-22.4%

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.