



## 2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / 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, HANSCRAFT, s.r.o. Czech Republic	151.0		151.0	3	
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	Muji China, Honor China Project, VinFast Indonesia Project	82.8	Vodafone UK	78.3	283	
4	7	Leo Burnett	Stage Entertainment España Spain Project, Stage Entertainment España Spain Project	57.0		57.0	93	
5	-	WPP	AstraZeneca Global	50.0		50.0	1	
6	5	BBDO	BMW Motorrad Japan, Fine Today Japan, Xpeng Thailand	41.8		41.8	100	
7	8	Publicis Worldwide	Mondelez US, Rogers Communications Canada Inc. US,	41.1		41.1	94	
8	4	72andSunny	General Motors US	41.0		41.0	3	
9	11	MSL	Universita Bocconi Italy Project, Voxa Italia S.r.l. Italy,	39.3		39.3	131	
10	6	Anomaly	General Motors US	41.0	Carnival Cruise Line US	33.0	2	
11	84	FCB	Pringles Global	30.2		30.2	2	
12	9	VML	Public Investment Funds PIF United Arab Emirates, AIG US, Federal	28.7		28.5	104	
13	17	Digitas	WESTERN UNION FINANCIAL SERVICES Global, Kernpharma Portugal, Caltex Australia Limited Thailand Project	25.4		25.4	59	
14	14	Havas Worldwide	WEBUILD Italy, Fondazione Buon Lavoro Italy Project, ALLERGAN	23.5		23.5	47	
15	10	Adam&Eve	Volkswagen Commercial Vehicles UK, Great Western Railway UK	21.4		21.4	7	
16	12	Mother	General Motors US, Duolingo UK Social Media	20.3		20.3	2	
17	13	Preacher	General Motors US	20.0		20.0	1	
18	16	BBH	SAMSUNG ELECTRONICS CO LTD UK, Haagen-Dazs UK Ltd UK, Roborock China Project	16.5		16.5	15	
19	23	Prodigious	Chow Tai Fook China Project, Heineken Trading (Shanghai) Co.,	15.5		15.5	34	
20	19	Epsilon	Auto Client	15.2		15.2	49	
						2024 (Jan-Jul):	938.7	1,965
						2023 (Jan-Jul):	874.8	2,531
						YoY Comparison:	7.3%	-22.4%



## 2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / 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	All of government panel - Lotto NZ New Zealand, Bunnings New	149.3	Banco Caja Social - Colombia Colombia	147.1	44
2	5	Publicis Media	H&M Group EMEA, Rocket Companies US, Hershey's US	91.5		91.5	26
3	3	Starcom	Nestle (China) Ltd. China, LEGO SYSTEMS INC Global, Yango EMEA	55.9	ISDIN Spain	55.5	67
4	17	Spark Foundry	Yum! Restaurants China, AB VOLVO China, Molson Coors Brewing	40.9		40.9	39
5	2	Havas Media	LVMH Italy, Ocado UK, Little Caesars Mexico	34.8		29.1	99
6	6	Wavemaker	L'Oréal International Distribution UK, FOTILE (KOL) China, Honor	34.3	AGOS Italy	27.4	82
7	4	Mediahub	Etsy US, Cencosud LATAM, Pepsi foods LATAM	22.1		22.1	11
8	9	OMD	Beaumont France, Specsavers US, Deckers Brands (HOKA) China	19.2	Postobon Colombia	18.8	49
9	12	Zenith	Very Group UK, Iberdrola, S.A. Spain, JD Sport China	17.9		17.9	69
10	11	Brainlabs	Atlas World Group US Retainer	17.0		17.0	52
11	8	Carat	Bosch US, Prukka Real Estate Public Company Limited Thailand, Waaree	16.7	Metrolix Canada	16.3	63
12	7	dentsu X	Honda Taiwan Co., Ltd. Taiwan, Toyota Thailand Project, Traveloka	15.8		15.7	88
13	13	LS Digital	Mirae Asset Investment Managers (India) Private Limited India, Mirae	6.0		6.0	60
14	14	Omnicom Media Group	GAP US	5.0		5.0	1
15	21	Digitas	Office Park Plovdiv Food Bulgaria, Cosmetic Lab Latvia Project, Latvijas	4.7		4.7	29
16	15	Connect	OPTIMUM US	4.5		4.5	3
17	19	Performics	Volia-Cable LLC Ukraine	4.4		4.4	18
18	16	OneVibe	Spotify US	4.0		4.0	1
19	18	Critical Mass	BMW North America, Expedia Canada, Delta Faucet Canada	3.5		3.5	9
20	20	Ryvalmedia	Openway Food Co. - Full Brand Portfolio remit Australia,	3.2		3.2	23

2024 (Jan-Jul):	540.7	1,085
2023 (Jan-Jul):	600.8	1,296
YoY Comparison:	8.0%	-16.3%

2024 Creative & Media (Jan-Jul):	1,479.4	3,050
2023 Creative & Media (Jan-Jul):	1,375.6	3,827
YoY Comparison:	7.5%	-20.3%

### 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.