2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Feb 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	Dentsu	T-Mobile US	80.0		80.0	1
2	32	Pearmill	Stamps.com US, ShipStation US	4.0		4.0	2
3	-	Pereira O'Dell	Manscaped US, Simplisafe US, Sunny D US	2.5		2.5	5
4	2	VML	Biden for President US, Wendy's US, T-Mobile US	2.1		2.1	8
5	3	Goodby Silverstein & Partners	Truly US	2.0		2.0	1
6	4	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4
7	-	McCann Worldgroup	PwC Global	1.0		1.0	1
8	6	Ogilvy	Hy-Vee US	2.6	Truly US	0.6	8
9	5	Grey Group	Astellas US LLC US	0.2		0.2	1
					2024 (Jan-Feb)	14.4	31
					2023 (Jan-Feb)	47.2	47
					YoY Comparison:	-69.5%	-34.0%

2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Feb 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	NP Digital	Sand Technologies US, Barracuda US, Windstream US	3.6		3.6	92
2	2	PHD	HP Inc. Global	1.9		1.9	1
3	3	Critical Mass	BMW North America	1.5		1.5	1
4	4	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1
5	5	Pearmill	Orkin US AOR	0.5		0.5	1
6	-	M/SIX	PVH NA	0.3		0.3	2
7	6	Brainlabs	Atlas World Group US Retainer	0.1		0.1	1

2024 (Jan-Feb)	8.9	99
2023 (Jan-Feb)	21.1	17
YoY Comparison:	-57.8%	482%

2024 Creative & Media (Jan-Feb)	23.3	130
2023 Creative & Media (Jan-Feb)	68.3	64
YoY Comparison:	-65.9%	103.1%

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 Jun keting ROI.