



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Global / Jan 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	3	Dentsu	T-Mobile US, Snag UK	80.1		80.0	2	
2	4	VML	Telefonica LATAM, Biden for President US, Wendy's US	11.1		11.1	84	
3	8	Havas Worldwide	Air Asia Cambodia Project, VIACOM India, Ausgrid Australia Project	6.0		6.0	15	
4	18	DDB	SIRIRAJ H. SOLUTIONS Thailand, McDonalds Sponsorship Australia, McDonalds Value Australia	6.0		6.0	12	
5	9	Leo Burnett	Vodafone UK	2.0		2.0	1	
6	-	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4	
7	36	Goodby Silverstein & Partners	Truly US	2.0		2.0	1	
8	11	Grey Group	Stella Artois Argentina Project, Aldi Italia Italy Project, Astellas US LLC US	1.6		1.6	16	
9	73	Apparent	Fleetwood Australia, Camec Australia, TAL Project Australia	1.0		1.0	5	
10	13	BBDO	Taiwan Semi-Conductor Taiwan Projects, HuaXi Zi China Project, Michelin China Retainer	0.6		0.6	18	
11	34	Wondrlab	Interspace Communications Pvt Ltd India Project, Bajaj Auto Limited India Project, M3M India Private Limited India Project	0.5		0.5	71	
12	283	Special Group	TAB New Zealand Project, Air New Zealand New Zealand Project, EECA New Zealand	0.3		0.3	8	
13	24	VCCP	R&A UK	0.2		0.2	1	
14	30	BBH	Häagen-Dazs UK	0.2		0.2	1	
15	-	Mr President	Old Pulteney UK	0.1		0.1	1	
16	-	Creature	Jose Cuervo UK	0.1		0.1	1	
17	-	Evolved	Jessica Flinn UK SEO	0.1		0.1	1	
18	-	N20	P&O Cruises UK Experiential	0.1		0.1	1	
19	-	Otherway	Saputo Dairy UK	0.1		0.1	1	
20	48	TBWA	Soreen UK	0.1		0.1	1	
						2024 (Jan):	32.8	286
						2023 (Jan):	70.6	234
						YoY Comparison:	-53.5%	22.2%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Global / Jan 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	Wavemaker	CMCC (Planning) China, Mercedes-Benz China, Bananain China	12.9	Darlie Thailand	12.7	21
2	6	PHD	Paragon Indonesia, HP Inc. Global, Danamon Indonesia	10.2	Banco Caja Social - Colombia Colombia	10.0	6
3	-	Critical Mass	BMW North America AOR , Expedia Canada AOR , Delta Faucet Canada	3.5		3.5	9
4	10	NP Digital	Centr US AOR , Fashion Nova US AOR , LIK Fine Art US AOR	2.9		2.9	80
5	12	Initiative	J&J (Janssen) UK, Deliveroo UK, Louis Poulsen Denmark	2.9		2.9	7
6	2	OMD	Henkel Mexico, Kalbe Indonesia, Tyson Thailand	2.7		2.7	9
7	4	Havas Media	Pride Of Cows India Digital (SEO, SMO, Paid media), Oasis Fertility	2.6		2.6	13
8	20	Hearts & Science	Ferguson Enterprises US, Sony Home Entertainment Australia,	1.1		1.1	3
9	11	Spark Foundry	Health Services Executive Ireland, Lindt Slovakia, Visa Slovakia	0.8		0.8	6
10	17	Brainlabs	Atlas World Group US Retainer	0.5		0.5	2
11	18	Mindshare	Online Education Australia, FXTM Taiwan Taiwan, Fujifilm Business	0.7	Picnic Netherlands	0.5	13
12	42	Pearmill	Orkin US AOR	0.5		0.5	1
13	19	LS Digital	DSP MUTUAL FUND India AOR , PEOPLE INTERACTIVE (INDIA)	0.3		0.3	9
14	-	Apparent	LG Crestone Australia, Undisclosed Client Australia	0.2		0.2	2
15	14	Starcom	Allianz Ireland, Allianz Ireland Digital	0.2		0.2	2
16	1	Publicis Media	Puig Ireland	0.1		0.1	1
17	44	M/SIX	Govia Thameslink Railway UK Media	0.1		0.1	1
18	29	Ryvalmedia	bet365 retention - All Media Australia	0.1		0.1	1
19	158	Medialab	Save the Children UK UK Media	0.1		0.1	1

2024 (Jan):	40.4	188
2023 (Jan):	53.0	104
YoY Comparison:	-23.9%	80.8%

2024 Creative & Media (Jan-Dec):	73.2	474
2023 Creative & Media (Jan-Dec):	123.6	338
YoY Comparison:	-40.8%	40.2%

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.