



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / 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	80.0		80.0	1
2	-	VML	Biden for President US, Wendy's US, T-Mobile US	2.1		2.1	8
3	21	Goodby Silverstein & Par	Truly US	2.0		2.0	1
4	-	Purered	Zarbee's US, Harris Teeter US, Carrier US	2.0		2.0	4
5	17	Grey Group	Astellas US LLC	0.2		0.2	1
6	2	Ogilvy	Retail Client	1.1	Truly US	-0.9	3
7	20	Saatchi & Saatchi		0.0	T-Mobile US	-80.0	0

2024 (Jan)	5.4	18
2023 (Jan)	27.9	22
YoY Comparison:	-80.7%	-18.2%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / 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	7	NP Digital	Centr US AOR , Fashion Nova US AOR , LIK Fine Art US AOR	2.4		2.4	52
2	5	PHD	HP Inc. Global	1.9		1.9	1
3	-	Critical Mass	BMW North America	1.5		1.5	1
4	12	Hearts & Science	Ferguson Enterprises US	1.0		1.0	1
5	25	Pearmill	Orkin US AOR	0.5		0.5	1
6	11	Brainlabs	Atlas World Group US Retainer	0.1		0.1	1

2024 (Jan)	7.4	57
2023 (Jan)	4.2	5
YoY Comparison:	75.2%	1040%
2024 Creative & Media (Jan)	12.8	75
2023 Creative & Media (Jan)	32.1	27
YoY Comparison:	-60.3%	177.8%

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.