



2021 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Jun

AGENCY	MONTH	ACCOUNT	AREA
FCB	Jun	Hoka One One	US
Wieden & Kennedy	Jun	Eli Lilly corporate	US
Code and Theory	Jun	Ashley HomeStores	US
Doner	Jun	LL Bean	US
Grey Group	Jun	Las Vegas Convention & Visitors social	Global
Hubbub Manufacturing	Jun	LegalZoom	US
R/GA	Jun	Roku	US
Golin	Jun	LinkedIn social	Global
The Martin Agency	Jun	Nerf	US
Known	Jun	Mirror Home Gym	US

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.



2021 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / Jun

AGENCY	MONTH	ACCOUNT	AREA
Carat	Jun	P&G USA (Baby care)	US
360i	Jun	Advance Auto Parts	US
Universal McCann	Jun	I Love NY (NY Tourism)	US
360i	Jun	Discover Card	US
Spark Foundry	Jun	Sally Beauty	US, Canada
MediaCom	Jun	Hostess	US
360i	Jun	Party City	US
360i	Jun	Sargento Foods	US
Wavemaker	Jun	Travel Edge	US
Carat	Jun	Simply Good Foods Co.	US

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