



## 2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Oct

AGENCY	MONTH	ACCOUNT	AREA
<b>BBDO</b>	Oct	Jack Daniel's, Brown-Forman	Global
<b>Doner</b>	Oct	Tylenol, Listerine, Zyrtec	US
<b>Publicis</b>	Oct	Beiersdorf Nivea	Global
<b>McKinney</b>	Oct	Little Caesars	US
<b>The Marketing Arm</b>	Oct	State Farm (Part)	US
<b>Accenture Interactive</b>	Oct	Kimberly-Clark(Huggies, Pullups, Goodnites)	US, EMEA
<b>72andSunny</b>	Oct	Carl's Jr, Hardee's	US
<b>72andSunny</b>	Oct	Audi Global Project	Global
<b>MullenLowe Group</b>	Oct	Bayer OTC brands	Global
<b>Druga5</b>	Oct	Kimberly-Clark(Huggies, Pullups, Goodnites)	US, EMEA

### 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 marketing ROI.



## 2019 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Oct

AGENCY	MONTH	ACCOUNT	AREA
Havas Media	Oct	Hyundai Kia	Europe, Russia, Turkey
Zenith	Oct	The Walt Disney Company	APAC
Wavemaker	Oct	AXA	Global
Wavemaker	Oct	Perrigo consumer health	Europe, AU
Spark Foundry	Oct	Danone Early Life Nutrition	China
OMD	Oct	Muller dairy	Germany
Carat	Oct	Lindt & Sprungli	Germany
Havas Media	Oct	Planet Fitness	US
Spark Foundry	Oct	Danone Waters	China
Mindshare	Oct	Austrian Airlines	Global

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