



## 2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Oct

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

US / Oct

AGENCY	MONTH	ACCOUNT	AREA
Wavemaker	Oct	AXA	Global
Havas Media	Oct	Planet Fitness	US
Mediahub	Oct	Twitch	US
Assembly	Oct	GameStop	US
Resolution	Oct	Virgin Voyages	US
OMD	Oct	Grey Goose (Digital)	Global
OMD	Oct	Patron Project	Global
Horizon Media	Oct	Captain Ds	US
Mediahub	Oct	Fuji Instax	US
Assembly	Oct	Reelz	US

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