



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Jan

AGENCY	MONTH	ACCOUNT	AREA
GSD&M	Jan	Capital One	US
Leo Burnett	Jan	Bank of America	US
Droga5	Jan	Hershey	US
Wieden & Kennedy	Jan	Heinz Ketchup	US
McGarryBowen	Jan	Asahi Super Dry	Global
Fred & Farid	Jan	Longchamp	Global
Joan Creative	Jan	Virgin Hotels	US
McGarryBowen	Jan	Hershey	US
Anomaly	Jan	Bulgari	Global
Jung von Matt	Jan	Haribo	Germany + Switzerland

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.



2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Jan

AGENCY	MONTH	ACCOUNT	AREA
Mediacom	Jan	Hasbro	Global
Starcom	Jan	Jos A Bank	N America
Universal McCann	Jan	Emirates Airlines	Global
MindShare	Jan	Yili Digital Planning	China
Horizon Media	Jan	Regeneron	US
dentsu X	Jan	Dashlane	US
Starcom	Jan	Intersnack	Europe
Starcom	Jan	Intersnack	Europe
Starcom	Jan	Shanghai Disney Resort	China
Ikon	Jan	Myer	Australia

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.