



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / 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
Joan Creative	Jan	Virgin Hotels	US
McGarryBowen	Jan	Asahi Super Dry	Global
McGarryBowen	Jan	Hershey	US
Anomaly	Jan	Bulgari	Global
Publicis	Jan	Nature Made vitamins	US
Johannes Leonardo	Jan	Vizzy Hard Seltzer	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.



2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / Jan

AGENCY	MONTH	ACCOUNT	AREA
Mediacom	Jan	Hasbro	Global
Starcom	Jan	Jos A Bank	N America
Horizon Media	Jan	Regeneron	US
Universal McCann	Jan	Emirates Airlines	Global
dentsu X	Jan	Dashlane	US
PHD	Jan	Casper	US
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