



## 2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Mar

AGENCY	MONTH	ACCOUNT	AREA
Wunderman Thompson	Mar	HSBC	Global
Leo Burnett	Mar	US Cellular	US
DDB	Mar	Coles	Australia
TBWA	Mar	Coles	Australia
Havas Worldwide	Mar	Pillsbury Digital & Social	US
DPZ&T	Mar	Ambev	Brazil
Sapient	Mar	Mercedes-Benz Project	China
Havas Worldwide	Mar	Funfetti Digital & Social	US
VMLY&R	Mar	BASF Agricultural	US
Barkley	Mar	SelectHealth	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](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.



## 2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Mar

AGENCY	MONTH	ACCOUNT	AREA
Carat	Mar	Mengniu China	China
Vizeum	Mar	Mccormick	US
Carat	Mar	Pandora	US & Canada
Carat	Mar	Lionsgate	UK
Initiative	Mar	Groupon Project	US
Carat	Mar	Heineken	China
Carat	Mar	PZU	Poland
M/SIX	Mar	Fossil Group	EMEA
Initiative	Mar	Santander	Argentina
VMLY&R	Mar	BASF Agricultural	US

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