



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Mar

AGENCY	MONTH	ACCOUNT	AREA
Leo Burnett	Mar	US Cellular	US
Wunderman Thompson	Mar	HSBC	Global
Havas Worldwide	Mar	Pillsbury Digital & Social	US
Havas Worldwide	Mar	Funfetti Digital & Social	US
VMLY&R	Mar	BASF Agricultural	US
Barkley	Mar	SelectHealth	US
Duncan Channon	Mar	Ferrara Candy Company's Black Forest	US
Cummins & Partners	Mar	Jeep/Fiat Project	US
Wunderman Thompson	Mar	Unilever - Horlicks/Viva	US
Cummins & Partners	Mar	Alfa Romeo	US

METHODOLOGY

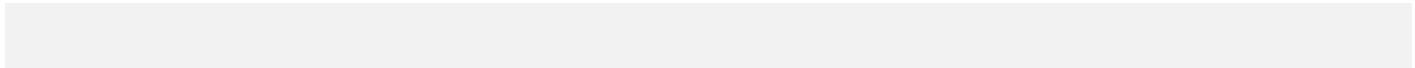
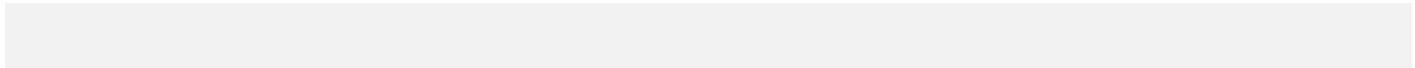
The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to 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 / Mar

AGENCY	MONTH	ACCOUNT	AREA
Vizeum	Mar	Mccormick	US
Carat	Mar	Pandora	US & Canada
Initiative	Mar	Groupon Project	US
VMLY&R	Mar	BASF Agricultural	US
Cogniscent Media	Mar	Massachusetts Eye and Ear	US
Universal McCann	Mar	Shinola	US



METHODOLOGY

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