



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Apr

AGENCY	MONTH	ACCOUNT	AREA
Droga5	Apr	Allstate	US
McCann Worldgroup	Apr	US Bank	US
DDB	Apr	Miller High Life	US
Wunderman Thompson	Apr	Samsung Mobile Social	US
Heimat	Apr	Gerolsteiner	Germany
Dagger	Apr	Aflac	US
VMLY&R	Apr	The Lee Brand	Global
VCCP	Apr	Toblerone Global	UK
Anomaly	Apr	Mini	Global
Droga5	Apr	Maserati	Global

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 / Apr

AGENCY	MONTH	ACCOUNT	AREA
Mindshare	Apr	Zhejiang Geely Auto Sales (Planning)	China
Initiative	Apr	Gilead	US
Mindshare	Apr	KangShiFu	China
Mindshare	Apr	Unilever	China
Publicis Media	Apr	Sephora	North America
Publicis Media	Apr	McDonald's (Planning)	China
Carat	Apr	KSF Noodles	China
MediaCom	Apr	Duracell	Global
Connelly Partners	Apr	Liberty Bank	US
OMD	Apr	Clorox brands (Digital)	US

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