



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / 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
Dagger	Apr	Aflac	US
VMLY&R	Apr	The Lee Brand	Global
Droga5	Apr	Maserati	Global
HLK	Apr	Bayer (Environmental Science unit)	US
Mekanism	Apr	Jose Cuervo	US
Anomaly	Apr	Mini	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

US / Apr

AGENCY	MONTH	ACCOUNT	AREA
Initiative	Apr	Gilead	US
Publicis Media	Apr	Sephora	North America
Connelly Partners	Apr	Liberty Bank	US
OMD	Apr	Clorox brands (Digital)	US
MediaCom	Apr	Duracell	Global
Horizon Media	Apr	Avis	US
Starcom	Apr	Deoleo	Global
Universal McCann	Apr	E&J Gallo	US
MediaCom	Apr	Headspace	US
Mediassociates	Apr	Mount Sinai Health System	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.