



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / May

| AGENCY | MONTH | ACCOUNT | AREA |
|--------------------------|-------|---------------------------------------|------|
| Deutsch | May | Petsmart | US |
| Crispin Porter & Bogusky | May | Vrbo | US |
| Havas Worldwide | May | American Eagle Project | US |
| Mother | May | Dave & Busters | US |
| Digitas | May | Edgewell Personal Care, Feminine Care | US |
| FCB | May | ReAlta Life Sciences Project | US |
| Cramer-Krasselt | May | Porsche | US |
| Mother | May | Dave & Buster's | US |
| FCB | May | Go RVing | US |
| Havas Worldwide | May | Jbg Smith Project | 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 / May

| AGENCY | MONTH | ACCOUNT | AREA |
|-----------------------------|-------|---------------------------------------|--------|
| OMD | May | The Clorox Company | US |
| Initiative | May | Salesforce | Global |
| Universal McCann | May | Energizer | Global |
| OMD | May | SodaStream | US |
| Digitas | May | Edgewell Personal Care, Feminine Care | US |
| Barkley | May | Delta Faucet | US |
| Dentsu Aegis Network | May | Hitachi | US |
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