



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Jul

AGENCY	MONTH	ACCOUNT	AREA
Anomaly	Jul	Coca-Cola	US
Deutsch	Jul	Lowe's	US
Publicis	Jul	GSK Production	Global
Tag	Jul	GSK Production	Global
Grey Group	Jul	Livinguard	Global
Saatchi & Saatchi	Jul	BT	UK
Droga5	Jul	CBS All Access	US
Doner	Jul	Alfa Romeo	US
Humo Rojo	Jul	Kimberly-Clark Professional	Latam
R/GA	Jul	Benetton	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

Global / Jul

AGENCY	MONTH	ACCOUNT	AREA
Starcom	Jul	Kraft Heinz	US
Zenith	Jul	Reckitt Benckiser	US
Hearts & Science	Jul	Reckitt Benckiser	US
Zenith	Jul	TikTok	Global
OMD	Jul	Poltronesofà	Italy
MediaCom	Jul	Circle K	US
Mediahub	Jul	Twitch	EMEA
OMD	Jul	Discovery Communications	Norway
Wavemaker	Jul	China Guangfa Bank	China
Carat	Jul	Vitasoy	China

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