



## 2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / July

AGENCY	MONTH	ACCOUNT	AREA
Anomaly	Jul	Coca-Cola	US
Deutsch	Jul	Lowe's	US
Publicis	Jul	GSK Production	Global
Grey Group	Jul	Livinguard	Global
Droga5	Jul	CBS All Access	US
Tag	Jul	GSK Production	Global
Doner	Jul	Alfa Romeo	US
R/GA	Jul	Benetton	US
R/GA	Jul	VF Corp	US
R/GA	Jul	OSOM	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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 / July

AGENCY	MONTH	ACCOUNT	AREA
Starcom	Jul	Kraft Heinz	US
Zenith	Jul	Reckitt Benckiser	US
Hearts & Science	Jul	Reckitt Benckiser	US
MediaCom	Jul	Circle K	US
Zenith	Jul	TikTok	Global
Universal McCann	Jul	Quibi	US
Havas Media	Jul	Helen of Troy home & hygiene	US
OMD	Jul	Canva	US
MediaCom	Jul	Framebridge	US

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