



## 2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Sep

AGENCY	MONTH	ACCOUNT	AREA
<b>BBDO</b>	Sep	<b>AARP</b>	<b>US</b>
<b>Duncan Channon</b>	Sep	<b>Covered California</b>	<b>US</b>
<b>New Commercial Arts</b>	Sep	<b>Vodafone</b>	<b>Global</b>
<b>Grey Group</b>	Sep	<b>Carlsberg</b>	<b>Global</b>
<b>72andSunny</b>	Sep	<b>Spotify</b>	<b>Global</b>
<b>R/GA</b>	Sep	<b>Spotify Project</b>	<b>US</b>
<b>Havas Worldwide</b>	Sep	<b>Wells Fargo Project</b>	<b>US</b>
<b>Scholz &amp; Friends</b>	Sep	<b>McDonald's</b>	<b>Germany</b>
<b>Mother</b>	Sep	<b>Samsung</b>	<b>UK</b>
<b>R/GA</b>	Sep	<b>VinGroup / VinFast Project</b>	<b>US</b>

### 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

Global / Sep

AGENCY	MONTH	ACCOUNT	AREA
Mediacom	Sep	Uber	Global
Starcom	Sep	E.on Energy	Europe
Havas Media	Sep	Lactalis	Europe(13 Markets)
Wavemaker	Sep	Pernod Ricard	US
OMD	Sep	Noom	US
Wavemaker	Sep	Perfetti Van Melle	US
Horizon Media	Sep	Orkin pest control	US
Vizeum	Sep	Spinmaster	France
Havas Media	Sep	Signify	Global
Havas Media	Sep	John West	UK

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