



2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Apr

AGENCY	MONTH	ACCOUNT	AREA
WPP(Team Energy)	April	BP	Global
BBDO	April	Asda	UK
Y&R	April	Optimum cable	US
Accenture	April	Radisson Hotels (Digital)	Global
Anomaly	April	Weight Watchers	US
McGarryBowen	April	Hershey project	US
Accenture	April	BMW Group (Digital Content)	US
MullenLowe Group	April	Edgewell	Global
Terri & Sandy Solution	April	The Hartford	US
Wieden & Kennedy	April	Converse	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.



2018 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Apr

AGENCY	MONTH	ACCOUNT	AREA
Carat	April	Microsoft	Global
PHD	April	HSBC	Global
Carat	April	P&G Hair Care	N. America
WPP(Team Energy)	April	BP	Global
OMD	April	UK Government	UK
Wavemaker	April	Optimum cable	US
Initiative	April	Amazon Studios	US
Virtueworldwide	April	musical.ly	US
Horizon Media	April	TriHonda dealers	US
Crossmedia	April	Mini USA	US

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