



2018 NEW BUSINESS LEAGUE
TOP 10 CREATIVE WINS

Global / Mar

AGENCY	MONTH	ACCOUNT	AREA
Saatchi & Saatchi	Mar	P&G Fabric Care	N America
Grey Group	Mar	P&G Fabric Care	N America
BBDO	Mar	Dunkin' Donuts	US
GS&P	Mar	BMW	US
Wieden & Kennedy	Mar	Bud Light (Social)	US
Hakuhodo Collective	Mar	Honda	Europe
Havas Worldwide	Mar	Boulanger	France
Grey Group	Mar	Campari Group	UK
DDB	Mar	National Lottery	UK
Publicis	Mar	Swarovski	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 / Mar

AGENCY	MONTH	ACCOUNT	AREA
Hearts & Science	Mar	P&G Fabric Care	N. America
Mediacom	Mar	Sky (Buying)	Europe
Hearts & Science	Mar	Amgen	US
Initiative	Mar	Liberty Mutual	US
Universal McCann	Mar	Australian Fed Gov	Australia
Initiative	Mar	Entertainment Studios	US
Mediacom	Mar	Hotels.com	US
PHD	Mar	Minipreço	Portugal
Havas Media	Mar	ADP	US
Blue 449	Mar	Perfetti	China

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