



2018 NEW BUSINESS LEAGUE  
TOP 10 CREATIVE WINS

US / 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	US
R/GA	Mar	Disney Parks and Resorts	US
Publicis	Mar	Swarovski	Global
Mekanism	Mar	Papa Murphy's	US
Critical Mass	Mar	Mitsubishi Motors (Digital)	Global
FCB	Mar	Hotwire	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.



2018 MEDIA NEW BUSINESS LEAGUE  
TOP 10 MEDIA WINS

US / Mar

AGENCY	MONTH	ACCOUNT	AREA
Hearts & Science	Mar	P&G fabric care	N. America
Hearts & Science	Mar	Amgen	US
Initiative	Mar	Liberty Mutual	US
Initiative	Mar	Entertainment Studios	US
Havas Media	Mar	ADP	US
Starcom	Mar	Red Bull	US
PHD	Mar	BRP	US
Carat	Mar	Gore-Tex	Global
Initiative	Mar	CB2	US
Universal McCann	Mar	SharkNinja	US

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