



## 2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / May

AGENCY	MONTH	ACCOUNT	AREA
Serviceplan	May	Auchan	France
TBWA	May	Fox Networks Group	US
CP&B	May	Infiniti	Global
Anomaly	May	Weight Watchers International (Digital)	Global
Generator Media + Analytics	May	De'Longhi	US
DDB	May	Miele appliances	Global
Havas Worldwide	May	Starbucks (CRM)	Europe
EP & Co	May	John Deere	US
space150	May	Activision (Social)	US
McCann WorldGroup	May	Godiva chocolates	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](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

Global / May

AGENCY	MONTH	ACCOUNT	AREA
Wieden & Kennedy	May	KFC	US
Spark Foundry	May	Macy's	US
Digitas	May	Macy's	US
MediaCom	May	Ally Financial	US
OMD	May	Lidl (Planning)	UK
MediaCom	May	Rent-A-Center	US
MullenLowe Mediahub	May	New Balance	US
OMD	May	Beiersdorf	US
Wieden & Kennedy	May	League of Legends	US
OMD	May	San Diego Gas & Electric	US

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