



## 2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / June

AGENCY	MONTH	ACCOUNT	AREA
<b>GSD&amp;M</b>	June	Pizza Hut	US
<b>Deutsch</b>	June	H&R Block	US
<b>Grey Group</b>	June	Nestle	US
<b>McCann WorldGroup</b>	June	Nestle	US
<b>J. Walter Thompson</b>	June	Nestle	US
<b>Publicis</b>	June	Nestle	US
<b>Droga5</b>	June	Kraft Mac & Cheese	US
<b>Cronin</b>	June	LEGO Project	US
<b>FCB</b>	June	Kimberly-Clark Family Care	US
<b>MullenLowe Group</b>	June	Bahlsen	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 / June

AGENCY	MONTH	ACCOUNT	AREA
<b>Initiative</b>	June	Revlon	Global
<b>Essence</b>	June	T-Mobile (Digital Media)	US
<b>MediaCom</b>	June	adidas (Buying)	Global
<b>Not Mentioned</b>	June	Papa John's	US
<b>MediaCom</b>	June	Hilton	Global
<b>Blue 449</b>	June	Dunkin' Donuts	US
<b>Digitas</b>	June	Dunkin' Donuts	US
<b>Spark Foundry</b>	June	Lenovo	Global
<b>Universal McCann</b>	June	Wipro - Chandrika & Enchanteur	India
<b>Horizon Media</b>	June	Burlington Stores	US

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