



2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / June

AGENCY	MONTH	ACCOUNT	AREA
GSD&M	June	Pizza Hut	US
Deutsch	June	H&R Block	US
Grey Group	June	Nestle	US
McCann WorldGroup	June	Nestle	US
J. Walter Thompson	June	Nestle	US
Publicis	June	Nestle	US
Droga5	June	Kraft Mac & Cheese	US
Cronin	June	LEGO Project	US
FCB	June	Kimberly-Clark Family Care	US
Anomaly	June	Ally Financial	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 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

US / June

AGENCY	MONTH	ACCOUNT	AREA
Essence	June	T-Mobile (Digital Media)	US
Initiative	June	Revlon	Global
Not Mentioned	June	Papa John's	US
MediaCom	June	adidas (Buying)	Global
Blue 449	June	Dunkin' Donuts	US
Digitas	June	Dunkin' Donuts	US
MediaCom	June	Hilton	Global
Spark Foundry	June	Lenovo	Global
Horizon Media	June	Burlington Stores	US

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