



2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Aug

AGENCY	MONTH	ACCOUNT	AREA
Wieden & Kennedy	August	Ford	US
McCann WorldGroup	August	Columbia Sportswears	Global
ASL Global	August	Cole Haan	Global
IBM IX	August	Sally Beauty	Global
WPP	August	Sunlight	Africa
Leo Burnett	August	Cathay Pacific	APAC
Wieden+Kennedy	August	Ikea	China
Havas Worldwide	August	Altria	France
Publicis	August	Nike	China
Droga5	August	United Rentals	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 / Aug

AGENCY	MONTH	ACCOUNT	AREA
Blue 449	August	T-Mobile	US
Dentsu Aegis Network	August	LVMH	NA
Essence	August	T-Mobile	US
MediaCom	August	Hilton Hotels & Resorts	Global
MediaCom	August	Sony	US
Mindshare	August	Unilever	India
MediaCom	August	Vivo	India
Canvas Worldwide	August	Breville	Global
Havas Media	August	China Telecom	China
Wavemaker	August	JALA	China

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