2018 NEW BUSINESS LEAGUE
TOP 10 CREATIVE WINS

Global / July

AGENCY	MONTH	ACCOUNT	AREA
Leo Burnett	July	Samsung Electronics visual display	Global
The Red House	July	Revlon	Global
Johannes Leonardo	July	EA Sports	US
FCB	July	Kimberly Clark	Global
VCCP	July	Shell	Global
BBDO	July	Bayer	US
McCann WorldGroup	July	Banco do Brasil	Brazil
72andSunny	July	Church & Dwight	US
Periscope	July	Intuit QuickBooks	US
McCann WorldGroup	July	Honeywell	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.

R3 WORLDWIDE

2018 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / July

AGENCY	MONTH	ACCOUNT	AREA
MediaCom	July	Mars	Global
MediaCom	July	Shell	Global
Spark Foundry	July	Mondelez	Global
Wavemaker	July	Mondelez	Europe
Carat	July	Mondelez	Europe
MediaCom	July	Mars	Australia
Assembly	July	Boehringer Ingelheim Animal Health	US
Havas Media	July	Orange	France
Universal McCann	July	Nestle	Australia
Assembly	July	Dave and Buster's	US

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