



## 2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / 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
BBDO	July	Bayer	US
FCB	July	Kimberly Clark	Global
72andSunny	July	Church & Dwight	US
Periscope	July	Intuit QuickBooks	US
Rightpoint	July	Greyhound	US
VCCP	July	Shell	Global
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](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

US / July

AGENCY	MONTH	ACCOUNT	AREA
MediaCom	July	Mars	Global
Assembly	July	Boehringer Ingelheim Animal Health	US
MediaCom	July	Shell	Global
Assembly	July	Dave and Buster's	US
Assembly	July	Red Box	US
PHD	July	MegaMex	US
Hearts & Science	July	Oriental Bank	Puerto Rico
Hearts & Science	July	AES Puerto Rico	Puerto Rico
PHD	July	Loreal	Puerto Rico

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