



2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Oct

AGENCY	MONTH	ACCOUNT	AREA
Goodby Silverstein & Partners	October	Pepsi	US
Goodby Silverstein & Partners	October	Liberty Mutual	US
Publicis Groupe	October	The JM Smucker Company	US
Lucky Generals	October	Celebrity Cruises	Global
Goodby Silverstein & Partners	October	NFL Network	US
Doner	October	McDonald's	US
OPTIMIST	October	Škoda	Global
J Walter Thompson	October	Mazda	NA
J Walter Thompson	October	United Health Group	NA
TBWA	October	McDonald's McCafe	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

Global / Oct

AGENCY	MONTH	ACCOUNT	AREA
OMD	October	Daimler	Global
Omnicom Media Group	October	US Army	US
OMD	October	McDonald's	Global
Publicis Groupe	October	J.M. Smucker Company	US
Mindshare	October	Nestlé	China
Havas Media	October	Puma	Global
Canvas Worldwide	October	Heineken	US
MediaCom	October	Coca-Cola	UK & Ireland
Dentsu Aegis Network	October	The Co-operative Group	UK
OMD	October	Ferrero	France

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