



2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / 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
J Walter Thompson	October	Mazda	NA
J Walter Thompson	October	United Health Group	NA
TBWA	October	McDonald's McCafe	US
MXM	October	Amgen	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 / Oct

AGENCY	MONTH	ACCOUNT	AREA
OMD	October	Daimler	Global
Omnicom Media Group	October	US Army	US
Publicis Groupe	October	J.M. Smucker Company	US
Canvas Worldwide	October	Heineken	US
Havas Media	October	Puma	Global
The&Partnership	October	Coty -Wella Professionals	Global
MullenLowe MediaHub	October	Dropbox	US
Initiative	October	UPS	US
Initiative	October	KPMG	US
Meltwater	October	Dow Jones	US

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