



2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Sep

AGENCY	MONTH	ACCOUNT	AREA
WPP	September	GlaxoSmithKline	Global
David&Goliath	September	California Lottery	US
McCann WorldGroup	September	Opel	Europe
Droga5	September	Hershey brands	US
Collective London	September	Avis Budget	Europe
Mother	September	Sky	UK
Tribal Worldwide	September	AT&T	US
VMLY&R	September	Amtrak	US
Isobar	September	KFC	China
BBH	September	Western Union	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 / Sep

AGENCY	MONTH	ACCOUNT	AREA
Publicis Media	Sep	GlaxoSmithKline	Global
Omnicom Media Group	Sep	Daimler	Global
Hearts & Science	Sep	WarnerMedia group	US
Universal McCaen	Sep	American Express	Global
Dentsu X	Sep	LVMH	US
Dentsu Aegis Network	Sep	Intel	Global
Starcom	Sep	BMW	China
Havas Media	Sep	Carrefour	Europe
OMD	Sep	McDonald's	China
Zenith	Sep	GSK	Asia Pacific

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