



2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Sep

AGENCY	MONTH	ACCOUNT	AREA
David&Gollath	September	California Lottery	US
WPP	September	GlaxoSmithKline	Global
Droga5	September	Hershey brands	US
Tribal Worldwide	September	AT&T	US
VMLY&R	September	Amtrak	US
MXM	September	Abbott Labs	US
Cavalry	September	Modelo, Corona Light	US
Heat	September	Levi's	US
Wunderman	September	Amtrak	US
Adam&EveDDB	September	Unilever Pot Noodles	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 / Sep

AGENCY	MONTH	ACCOUNT	AREA
Publicis Media	September	GlaxoSmithKline	Global
Hearts & Science	September	WarnerMedia group	US
Dentsu X	September	LVMH	US
Omnicom Media Group	September	Daimler	Global
Universal McCaen	September	American Express	Global
Dentsu Aegis Network	September	Intel	Global
Havas Media	September	Papa John's Pizza	US
Dentsu Aegis Network	September	United Airlines	Global
OMD	September	McDonald's	Canada
Cashmere	September	Jack in the Box	US

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