



## 2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Dec

| AGENCY            | MONTH    | ACCOUNT                        | AREA         |
|-------------------|----------|--------------------------------|--------------|
| WPP               | December | Newell Brands                  | Global       |
| Deutsch           | December | Budweiser soccer               | Global       |
| Digitas           | December | Whole Foods                    | US           |
| IMG               | December | LaLiga                         | Global       |
| Digitas           | December | Audible                        | US           |
| McKinney          | December | Choice Hotels                  | US           |
| Saatchi & Saatchi | December | Siemens Home Appliances        | Asia Pacific |
| Ogilvy            | December | Kellogg's                      | India        |
| FCB               | December | Grupo Modelo                   | Mexico       |
| Ogilvy            | December | Pfizer Vaccines – C. difficile | N.America    |

### 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

Global / Dec

| AGENCY        | MONTH    | ACCOUNT           | AREA  |
|---------------|----------|-------------------|---|
| Zenith        | December | Arby's            | US  |
| Empower       | December | PetSmart          | US  |
| Spark Foundry | December | Lenovo / Motorola | Asia Pacific                                |
| Carat         | December | SIG Government    | France                                      |
| OMD           | December | Henkel            | Russia                                      |
| Havas Media   | December | Reckitt Benckiser | Philippines, Spain, Canada and South Africa |
| Crossmedia    | December | BMW               | US  |
| Havas Media   | December | Savencia          | France                                      |
| OMD           | December | Shuanghui         | China                                       |
| OMD           | December | Lenta             | Russia                                      |

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