



## 2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Dec

AGENCY	MONTH	ACCOUNT	AREA
Deutsch	December	Budweiser soccer	Global
Digitas	December	Whole Foods	US
WPP	December	Newell Brands	Global
Digitas	December	Audible	US
McKinney	December	Choice Hotels	US
Ogilvy	December	Pfizer Vaccines – C. difficile	N.America
Goodby Silverstein & Partners	December	Bubly	US
Digitas	December	Amway Corporation	US
Anomaly	December	Petco	US
Optimist	December	Uber Eats	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](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

US / Dec

AGENCY	MONTH	ACCOUNT	AREA
Zenith	December	Arby's	US
Empower	December	PetSmart	US
Crossmedia	December	BMW	US
Havas Media	December	Gameloft	US
OMD	December	Realogy (The Climb)	US
PHD	December	Emerson Electric Co.	US
PHD	December	Delta Air Lines	Global
PHD	December	ServiceNow	US

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