



## 2018 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Nov

AGENCY	MONTH	ACCOUNT	AREA
WPP	November	Volkswagen	US
Karmarama	November	Lidl	UK
Lucky Generals	November	Co-op's	UK
M&C Saatchi	November	Tourism Australia	Global
Grey group	November	Bose	US
Grey group	November	Sheraton Hotels & Resorts	US
Droga5	November	Canada Goose	Global
R/GA	November	Eurosport	Europe
Ogilvy	November	Country Crock	US
Code and Theory	November	Mars	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](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 / Nov

AGENCY	MONTH	ACCOUNT	AREA
Starcom	November	Fiat Chrysler	US
Starcom	November	Coca Cola	LATAM
Havas Media	November	Lactalis	Global
Mindshare	November	BP	Global
Mindshare	November	Newell Brands	US
Mindshare	November	Buffalo Wild Wings	US
OMD	November	BEIERSDORF	South East Asia
Wavemaker	November	Mitsubishi Motors	Australia
OMD	November	McDonald's	Netherlands
Havas Media	November	Pernod Ricard	Mexico

### 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.