



2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Feb

AGENCY	MONTH	ACCOUNT	AREA
MediaMonks	Feb	Avon	Global
BBH	Feb	Barclays	UK
Publicis	Feb	HPB	Singapore
Ogilvy	Feb	Confidential Consumer Goods Brand	China
Ogilvy	Feb	Nestle (Content Studio)	China
DDB	Feb	McDonalds (Hardcastle)	India
Ogilvy	Feb	Pfizer	China
Havas Worldwide	Feb	McDonalds	France
DDB	Feb	Virgin Media	UK
McCann Worldgroup	Feb	Skyworth TV	China

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.



2019 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Jan

AGENCY	MONTH	ACCOUNT	AREA
OMD	Feb	Hun Li Ji	China
Universal McCann	Feb	Energizer Holdings	US
OMD	Feb	Snap Inc.	Global
Wavemaker	Feb	South Australian Government	Australia
Havas Media	Feb	Enedis	France
Mindshare	Feb	Rebisco	Philippines
Hearts & Science	Feb	Hallmark Cards	US
Havas Media	Feb	Stop & Shop	US
Havas Media	Feb	Global Citizen	Global
Initiative	Feb	Keurig Dr Pepper	US

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