



2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Jan

AGENCY	MONTH	ACCOUNT	AREA
Walmart	Jan	Walmart	US
Johannes Leonardo	Jan	Volkswagen	US
Deutsch	Jan	Reebok	Global
TBWA	Jan	Gatorade	Global
TBWA	Jan	Singapore Airlines	Global
DDB	Jan	Corona	Global
R/GA	Jan	Siemens	Global
Droga5	Jan	Glenmorangie	Global
IBM IX	Jan	Audi	UK
Accenture Interactive	Jan	Arla	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 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
Mindshare	Jan	Yili(Media Planning)	China
Mindshare	Jan	Kangshifu Drinks Investment (Chin China	
Horizon Media	Jan	Peloton	US
Wavemaker	Jan	Little Red Book	China
Horizon Media	Jan	Petco	US
Initiative	Jan	Nintendo	US
OMD	Jan	Amway	China
Mindshare	Jan	GSK	India
Wavemaker	Jan	Chimelong	China
MediaCom	Jan	Direct Line Group	UK

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