



2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Jan

AGENCY	MONTH	ACCOUNT	AREA
Walmart	Jan	Walmart	US
Johannes Leonardo	Jan	Volkswagen	US
Deutsch	Jan	Reebok	Global
TBWA	Jan	Gatorade	Global
DDB	Jan	Corona	Global
R/GA	Jan	Siemens	Global
Havas Worldwide	Jan	Dickies	US
Huge	Jan	Realtor.com	US
Crispin Porter Bogusky	Jan	Columbia Sportswear	US
Swift	Jan	Blue Apron	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 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

US / Jan

AGENCY	MONTH	ACCOUNT	AREA
Horizon Media	Jan	Peloton	US
Horizon Media	Jan	Petco	US
Initiative	Jan	Nintendo	US
Horizon Media	Jan	National Geographic	US
Empower	Jan	PetSmart	US
Horizon Media	Jan	Smile Direct Club	US
Horizon Media	Jan	Mayo Clinic	US
Horizon Media	Jan	Pier1 Imports	US
Horizon Media	Jan	Sea World Parks and Entertainment	US
MullenLowe Mediahub	Jan	Sennheiser	Global

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