



## 2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Mar

AGENCY	MONTH	ACCOUNT	AREA
Ogilvy	March	AccorHotels	Global
Anomaly	March	Johnnie Walker	Global
Wunderman Thompson	March	Duracell	Global
MullenLowe Group	March	Grey Goose	US
Havas Worldwide	March	Westfield	Global
Venturethree	March	Digital Marketing Institute	Global
Leagas Delaney	March	Elephant Family	Global
Havas Worldwide	March	Merck & Co	US
Havas Worldwide	March	Boston Beer	US
Stun	March	Dreamscape Immersive	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.



## 2019 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / Mar

AGENCY	MONTH	ACCOUNT	AREA
OMD	March	Jardiance	US
MullenLowe Mediahub	March	Fox Sports and Fox Entertainment	US
OMD	March	King Digital Entertainment/Candy Crush Friends	US
OMD	March	Snap	US
Moxie Atlanta	March	Ruth Chris Steakhouse	US
Zenith	March	Ralph Lauren	Global
PHD	March	Chuck E. Cheese	US
Crossmedia	March	Etihad Airways	Global
Carmichael Lynch Relate	March	Formica	US
The Dalton Agency	March	Bronx Zoo and the New York Aquarium	US

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