



2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Apr

AGENCY	MONTH	ACCOUNT	AREA
DDB	April	PlayStation	Global
Big Spaceship	April	TikTok	US
Havas Worldwide	April	Coca-Cola	US
Havas Worldwide	April	Amazon Studios	US
McCann Worldgroup	April	ADT Inc.	US
WPP	April	VodafoneZiggo	US
R/GA	April	Sunchips	US
Publicis	April	OPPO	China
The Martin Agency	April	CarMax	UK
Assembly	April	GameStop	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

Global / Apr

AGENCY	MONTH	ACCOUNT	AREA
OMD	April	Disney- 21st Century Fox	US
Havas Media	April	SFR	France
MediaCom	April	Coca-Cola	Russia
Universal McCann	April	Energizer	US
Havas Media	April	Credit Agricole	France
Universal McCann	April	TGI Fridays	US
Universal McCann	April	Coty	China
Initiative	April	Carnival Cruise Line	Australia
MediaCom	April	L'Aromatika	Italy
Havas Media	April	Visit California	US

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