



## 2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / 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
Assembly	April	GameStop	US
Wieden+Kennedy	April	Trolli	US
Big Spaceship	April	Kirkus Media	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 / Apr

AGENCY	MONTH	ACCOUNT	AREA
OMD	April	Disney- 21st Century Fox	US
Universal McCann	April	Energizer	US
Universal McCann	April	TGI Fridays	US
Havas Media	April	Visit California	US
Universal McCann	April	Just Eat	Global
MARC USA	April	The Maryland Lottery and Gaming Control Agency	US
Ikon	April	Lindt & Sprungli	US
MediaCom	April	Grupo Ambar	US
Levelwing	April	Mellow Mushroom Pizza Bakers	US
Critical Mass	April	DePaul University	US

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