2019 NEW BUSINESS LEAGUE
TOP 10 CREATIVE WINS

US / June

AGENCY	MONTH	ACCOUNT	AREA
TBWA	June	Mountain Dew(PepsiCo Brand)	US
Ogilvy	June	Walgreens Boots Alliance	US
VMLY&R	June	Walgreens Boots Alliance (Digital)	US
TBWA	June	University of Phoenix	US
Translate	June	AT&T NBA Project	US
Mother	June	Wrangler	US
Johannes Leonardo	June	Gap	US
Proof	June	Travelocity	US
Havas Worldwide	June	PepsiCo Project	US
Laundry Service	June	Bodyarmor	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 / June

AGENCY	MONTH	ACCOUNT	AREA
Spark Foundry	June	Allergan	US
OMD	June	McDonald's Local	US
Arena Media	June	Travelocity	US
MaxAudience	June	U.S. Air Force	US
Kepler Group	June	DoorDash	US
SRW	June	Calbee North America	US
PHD	June	WeWork	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.