



2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / July

AGENCY	MONTH	ACCOUNT	AREA
Mother	July	Sonic Drive-Ins	US
Camp + King	July	Papa John's Pizza	US
Wieden + Kennedy	July	McDonald's project	US
DDB	July	Kroger Stores	US
BBH	July	FanDuel	US
Anomaly	July	Vodafone brand project	Global
Berlin Cameron	July	Wild Turkey	US
Wunderman Thompson	July	Kaspersky	Global
Gravity	July	Electronic Gaming Assoc	US
Havas Worldwide	July	Donut Shop	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 / July

AGENCY	MONTH	ACCOUNT	AREA
Starcom	July	Novartis	Global
MediaCom	July	eBay	US
Starcom	July	Vistaprint	N America
Havas Media	July	NFL	US
PHD	July	The Stars Group	Global
PHD	July	TikTok	Global
Universal McCann	July	Aetna	US
OMD	July	Boehringer Ingelheim Vetmedica	Global
OMD	July	NFL	US
Epsilon	July	Novartis	Global

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