



## 2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Aug

AGENCY	MONTH	ACCOUNT	AREA
Ogilvy	Aug	Mondelez	Global
Digitas	Aug	Mondelez	Global
MullenLowe Group	Aug	Navy Federal Credit Union	US
MullenLowe Group	Aug	Humana	US
VCCP	Aug	Mondelez	UK
The Martin Agency	Aug	Mondelez	US
Eleven	Aug	CarGurus	US
Eleven	Aug	Amazon	US
BETC	Aug	Mondelez	West Europe
Ogilvy	Aug	Merck Project	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

Global / Aug

AGENCY	MONTH	ACCOUNT	AREA
Carat	Aug	Vodafone	Global
Mindshare	Aug	Allergan	US
Mediahub	Aug	Navy Federal Credit Union	US
Havas Media	Aug	Tripadvisor	Global
Mindshare	Aug	Dyson	Global
OMD	Aug	Boeh Ingel Animal Health	Global
Charm Group	Aug	China Unicom Digital	China
Universal McCann	Aug	Levi Strauss	US
Horizon Media	Aug	Northwell Health System	US
Horizon Media	Aug	Kroger	US

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