



2019 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Aug

AGENCY	MONTH	ACCOUNT	AREA
Ogilvy	Aug	Mondelez	Global
MullenLowe Group	Aug	Navy Federal Credit Union	US
Digitas	Aug	Mondelez	Global
MullenLowe Group	Aug	Humana	US
The Martin Agency	Aug	Mondelez	US
Eleven	Aug	CarGurus	US
Eleven	Aug	Amazon	US
Ogilvy	Aug	Merck Project	US
Eleven	Aug	SalesForce	US
R/GA	Aug	Universal Music Group	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 / Aug

AGENCY	MONTH	ACCOUNT	AREA
Mindshare	Aug	Allergan	US
Carat	Aug	Vodafone	Global
Mediahub	Aug	Navy Federal Credit Union	US
Universal McCann	Aug	Levi Strauss	US
Horizon Media	Aug	Northwell Health System	US
Horizon Media	Aug	Kroger	US
Mindshare	Aug	Blue Buffalo	US
Havas Media	Aug	Tripadvisor	Global
OMD	Aug	Boehr Ingel Animal Health	Global
Mindshare	Aug	Dyson	Global

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