



2021 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Apr

AGENCY	MONTH	ACCOUNT	AREA
BBDO	Apr	Home Depot	US
Accenture Interactive	Apr	Jaguar Land Rover	Global
Doner	Apr	Johnson's Baby	US
BBH	Apr	Barbie	US
72andSunny	Apr	United Airlines	Global
Doner	Apr	Travelocity	US
Mojo Supermarket	Apr	Match	US
Ogilvy	Apr	World of Hyatt	Global
Leo Burnett	Apr	Infiniti Project	Japan
Scholz & Friends	Apr	VW Commercial Vehicles	Global

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.



2021 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Apr

AGENCY	MONTH	ACCOUNT	AREA
Publicis Groupe	Apr	Stellantis	Global
Horizon Media	Apr	Hershey Company	US
Havas Media	Apr	Dr Pepper	USA and Canada
Initiative	Apr	Amazon WFS	United Kingdom, Germany, France
PHD	Apr	Audi	China
Universal McCann	Apr	Enterprise Alamo National rental	Global
Mediasmith	Apr	PetSmart	US
PHD	Apr	Spin Master	US
Wavemaker	Apr	US Navy	US
Havas Media	Apr	Laboratoires Filorga	Global

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