



## 2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Aug

AGENCY	MONTH	ACCOUNT	AREA
Serviceplan	Aug	BMW	EMEA
72andSunny	Aug	Adobe	Global
Scholz & Friends	Aug	Sparkasse	Germany
Mediamonks	Aug	BMW	EMEA
Deutsch	Aug	Walmart+	US
VaynerMedia	Aug	TikTok Social	US
Empower	Aug	GoDaddy	US
R/GA	Aug	Siemens brand	UK
Empower	Aug	Conn's Home Plus	US
VMLY&R	Aug	Zespri	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](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.



## 2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Aug

AGENCY	MONTH	ACCOUNT	AREA
Blue 449	Aug	FDJ	France
Spark Foundry	Aug	Whirlpool	US
Hearts & Science	Aug	Auto Trade, Kelley Blue Book	US
Digitas	Aug	Whirlpool	US
Starcom	Aug	Tailored Brands	USA, Canada
Carat	Aug	Kraft Heinz	Global (Non-US)
Spark Foundry	Aug	Bass Pro Shops	US
Not Mentioned	Aug	Sunovion Pharmaceuticals	US
MediaHub	Aug	Esperion Pharma	US
Mindshare	Aug	Neurocrine	US

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