2020 NEW BUSINESS LEAGUE
TOP 10 CREATIVE WINS

US / Aug

AGENCY	MONTH	ACCOUNT	AREA
72andSunny	Aug	Adobe	Global
Deutsch	Aug	Walmart+	US
VaynerMedia	Aug	TikTok	US
Empower	Aug	GoDaddy	US
Empower	Aug	Conn's Home Plus	US
VaynerMedia	Aug	O-I Glass	US
Brooklyn Brothers	Aug	Southern Comfort	Global
Havas Worldwide	Aug	Beam Suntory Project	US
Empower	Aug	American Standard	US
Sid Lee	Aug	Ubisoft	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.

R3
WORLDWIDE

2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / Aug

AGENCY	MONTH	ACCOUNT	AREA
Spark Foundry	Aug	Whirlpool	US
Hearts & Science	Aug	Auto Trade, Kelley Blue Book	US
Digitas	Aug	Whirlpool	US
Spark Foundry	Aug	Bass Pro Shops	US
Not Mentioned	Aug	Sunovion Pharmaceuticals	US
Starcom	Aug	Tailored Brands	USA, Canada
MediaHub	Aug	Esperion Pharma	US
Mindshare	Aug	Neurocrine	US
Starcom	Aug	Sandals Resorts	US
Mindshare	Aug	Dollar Shave Club	US