



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Dec

AGENCY	MONTH	ACCOUNT	AREA
Wieden & Kennedy	Dec	Samsung Home Entertainment	US
Digitas	Dec	BMW-Mini	Japan
DDB	Dec	K Mart	Australia
DDB	Dec	Coles Supermarkets	Australia
Digitas	Dec	Visa	US
DDB	Dec	Dulux	Australia
Wieden & Kennedy	Dec	Evian	US
Wieden & Kennedy	Dec	Kraft Heinz Grey Poupon	US
Wieden & Kennedy	Dec	Kraft Mayo	US
Wieden & Kennedy	Dec	Happy Dance	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.



2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Dec

AGENCY	MONTH	ACCOUNT	AREA
Initiative	Dec	T-Mobile	US
Havas Media	Dec	Sanofi	US
Starcom	Dec	Samsung	US
Horizon Media	Dec	Sprint Boost	US
WPP	Dec	JPMorgan Chase	Global
dentsu X	Dec	JPMorgan Chase	Global
OMD	Dec	Schwarz Gruppe (Lidl & Kaufland)	EMEA
dentsu X	Dec	Galderma	Americas
Initiative	Dec	Reckitt Benckiser	Indonesia
Starcom	Dec	Lidl	France

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