



2021 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Feb

| AGENCY | MONTH | ACCOUNT | AREA |
|---------------------|-------|-----------------------|--------|
| Publicis | Feb | Infiniti | Global |
| Wieden & Kennedy | Feb | Evian | Global |
| Ogilvy | Feb | Absolut | Global |
| New Commercial Arts | Feb | MoneySupermarket | UK |
| Wunderman Thompson | Feb | Dubai Dept of Tourism | Global |
| Arc worldwide | Feb | Unilever brands | US |
| Erich & Kallman | Feb | Foster Farms | US |
| FCB | Feb | Pharmaceutical Brand | US |
| VMLY&R | Feb | EmblemHealth | US |
| Digitas | Feb | SGM | China |

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 / Feb

| AGENCY | MONTH | ACCOUNT | AREA |
|-------------|-------|---|-------------|
| GroupM | Feb | Henkel | Germany |
| Wavemaker | Feb | United States Department of Health and Human Services | US |
| OMD | Feb | Victorian Government | Australia |
| MediaCom | Feb | Impossible Foods | US |
| Wavemaker | Feb | Axel Springer | Germany |
| PHD | Feb | LG | APAC |
| Havas Media | Feb | Schwarz Lidl | Poland |
| Wavemaker | Feb | Genesis | China |
| Wavemaker | Feb | PT Mayora | Philippines |
| MediaCom | Feb | Saridon | India |

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