



## 2021 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Feb

AGENCY	MONTH	ACCOUNT	AREA
Publicis	Feb	Infiniti	Global
Ogilvy	Feb	Absolut	Global
Arc worldwide	Feb	Unilever brands	US
Wieden & Kennedy	Feb	Evian	Global
Erlich & Kallman	Feb	Foster Farms	US
FCB	Feb	Pharmaceutical Brand	US
VMLY&R	Feb	EmblemHealth	US
FCB	Feb	Pharmaceutical Brand	US
Dentsu	Feb	Cracker Barrel Country Store	US
The Martin Agency	Feb	Terminix	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](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.



## 2021 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / Feb

AGENCY	MONTH	ACCOUNT	AREA
Wavemaker	Feb	United States Department of Health and Human Services	US
MediaCom	Feb	Impossible Foods	US
Tombras	Feb	American Cancer Society	US
VaynerMedia	Feb	American Eagle	US
Resolution	Feb	Adaptive Biotechnologies - T-Detect	US
MullenLowe Mediahub	Feb	Terminix	US
Havas Media	Feb	Karyopharm	US
Havas Media	Feb	UC San Diego	US

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