



2024 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Feb

AGENCY	MONTH	ACCOUNT	AREA
Pearmill	Feb	Stamps.com	US
McCann Worldgroup	Feb	PwC	Global
Pearmill	Feb	ShipStation	US
MullenLowe Group	Feb	Instituto Hondureño de Turismo	Honduras
Ogilvy	Feb	Hy-Vee	US
Pereira O'Dell	Feb	Manscaped	US
Pereira O'Dell	Feb	Simplisafe	US
Pereira O'Dell	Feb	Sunny D	US
Drummond Central	Feb	Fentimans	UK
TBWA	Feb	Blesma	UK

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.



2024 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Feb

AGENCY	MONTH	ACCOUNT	AREA
Wavemaker	Feb	Honor	China
Mindshare	Feb	TCL	China
Mindshare	Feb	Haidilao	China
Initiative	Feb	Air India	India
JAA	Feb	Pure Cremation	UK
Ryvalmedia	Feb	Hisense-Toshiba retention - All Media	Australia
Initiative	Feb	Dia supermarkets	Spain
Havas Media	Feb	Beam Suntory	Germany and Austria
Wavemaker	Feb	Rightmove Group Limited	UK
Initiative	Feb	VIVO	Malaysia

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