



2024 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Feb

AGENCY	MONTH	ACCOUNT	AREA
Pearmill	Feb	Stamps.com	US
McCann Worldgroup	Feb	PwC	Global
Pearmill	Feb	ShipStation	US
Ogilvy	Feb	Hy-Vee	US
Pereira O'Dell	Feb	Manscaped	US
Pereira O'Dell	Feb	Simplisafe	US
Pereira O'Dell	Feb	Sunny D	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.



**2024 MEDIA NEW BUSINESS LEAGUE
TOP 10 MEDIA WINS**

US / Feb

AGENCY	MONTH	ACCOUNT	AREA
M/SIX	Feb	PVH	NA
NP Digital	Feb	Sand Technologies	US
NP Digital	Feb	Barracuda	US
NP Digital	Feb	Windstream	US
NP Digital	Feb	Acxiom	US
NP Digital	Feb	Funded Next	US
NP Digital	Feb	Mantality health	US
NP Digital	Feb	Cloud of Goods	US
NP Digital	Feb	Companion Maids Cleaning Services	US
NP Digital	Feb	PrepSOS, LLC	US

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