



2021 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Jan

AGENCY	MONTH	ACCOUNT	AREA
VMLY&R	Jan	Sam's Club	US
Muh-Tay-Sik Hof-Fer	Jan	Bed Bath & Beyond	US
TBWA	Jan	Air France	Global
M Booth	Jan	Bed Bath & Beyond	US
WPP	Jan	Victoria's Secret	Global
Duncan Channon	Jan	Calif Dept Health vaccination	US
Mother	Jan	Shipt	US
VaynerMedia	Jan	Scotts Miracle-Go	US
GSD&M	Jan	Avocados From Mexico	US
Havas Worldwide	Jan	Aesop skincare	Global

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 / Jan

AGENCY	MONTH	ACCOUNT	AREA
Zenith	Jan	L'Oreal	China
OMD	Jan	The Home Depot	US
Zenith	Jan	Inspire Brands	US
Digitas	Jan	Inspire Brands	US
PHD	Jan	DIDI	China
Aura by Omnicom	Jan	Air France	Global
Universal McCann	Jan	Honda	Europe
Havas Media	Jan	Schwarz Lidl	Germany
Havas Media	Jan	Infiniti	China
Havas Media	Jan	Klosterfrau	Germany

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