



## 2024 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Jan

AGENCY	MONTH	ACCOUNT	AREA
Dentsu	Jan	T-Mobile	US
DDB	Jan	SIRIRAJ H. SOLUTIONS	Thailand
Goodby Silverstein & Partners	Jan	Truly	US
Leo Burnett	Jan	Vodafone	UK
VML	Jan	Telefonica	Latam
VML	Jan	Biden for President	US
Purered	Jan	Zarbee's	US
Purered	Jan	Harris Teeter	US
Havas Worldwide	Jan	VIACOM	India
Havas Worldwide	Jan	Don Julio	India

### 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.



## 2024 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Jan

AGENCY	MONTH	ACCOUNT	AREA
Wavemaker	Jan	CMCC (Planning)	China
PHD	Jan	Paragon	Indonesia
PHD	Jan	HP Inc.	Global
Wavemaker	Jan	Mercedes-Benz	China
Initiative	Jan	J&J (Janssen)	UK
Critical Mass	Jan	BMW	North America
Hearts & Science	Jan	Ferguson Enterprises	US
OMD	Jan	Henkel	Mexico
Initiative	Jan	Deliveroo	UK
Wavemaker	Jan	Bananain	China

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