R3

2024 NEW BUSINESS LEAGUE
TOP 10 CREATIVE WINS

US / Jan

AGENCY	MONTH	ACCOUNT	AREA
Dentsu	Jan	T-Mobile	US
Goodby Silverstein & Partners	Jan	Truly	US
VML	Jan	Biden for President	US
Purered	Jan	Zarbee's	US
Purered	Jan	Harris Teeter	US
Purered	Jan	Carrier	US
Purered	Jan	Home Depot	US
VML	Jan	Wendy's	US
VML	Jan	T-Mobile	US
VML	Jan	HelloFresh Project	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.

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2024 MEDIA NEW BUSINESS LEAGUE
TOP 10 MEDIA WINS

US / Jan

AGENCY	MONTH	ACCOUNT	AREA
PHD	Jan	HP Inc.	Global
Critical Mass	Jan	BMW	North America
Hearts & Science	Jan	Ferguson Enterprises	US
Pearmill	Jan	Orkin	US
NP Digital	Jan	Centr	US
NP Digital	Jan	Fashion Nova	US
NP Digital	Jan	LIK Fine Art	US
NP Digital	Jan	Aspyre RX	US
NP Digital	Jan	ErgoScience	US
NP Digital	Jan	Thermo Fisher Scientific Inc.	US