R3 WORLDWIDE

2021 NEW BUSINESS LEAGUE
TOP 10 CREATIVE WINS

Global / Mar

AGENCY	MONTH	ACCOUNT	AREA
Code and Theory	Mar	Con Edison	US
The & Partnership	Mar	LG TVs	Global
Ogilvy	Mar	Enterprise Holdings	Global
Leo Burnett	Mar	FAW-VW Audi	China
Leo Burnett	Mar	Infinity Project	Japan
Ogilvy	Mar	Del Maguey, Altos & Avion Vodka	US
Havas Worldwide	Mar	Volkswagen	UK
Grey Group	Mar	MassMutual	US
DDB	Mar	Salomon	Global
Wieden & Kennedy	Mar	Kraft Mayo	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.

R3
WORLDWIDE

2021 MEDIA NEW BUSINESS LEAGUE
TOP 10 MEDIA WINS

Global / Mar

AGENCY	MONTH	ACCOUNT	AREA
Carat	Mar	Mengniu Dairy	China
Spark Foundry	Mar	Inspire Brands	US
Mindshare	Mar	Yili Media Buying	China
Assembly	Mar	Con Edison	US
OMD	Mar	Yili (digital)	China
Universal McCann	Mar	Abbott Nutrition	China
Spark Foundry	Mar	Humana	US
Spark Foundry	Mar	Toyota	Australia
Horizon Media	Mar	Leaf Home Solutions	US
Starcom	Mar	TD Bank	Canada

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.