



## 2021 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Mar

AGENCY	MONTH	ACCOUNT	AREA
Code and Theory	Mar	Con Edison	US
Ogilvy	Mar	Enterprise Holdings	Global
Ogilvy	Mar	Del Maguey, Altos & Avion Vodka	US
Grey Group	Mar	MassMutual	US
The & Partnership	Mar	LG TVs	Global
Wieden & Kennedy	Mar	Kraft Mayo	US
Johannes Leonardo	Mar	Instagram	US
Wieden & Kennedy	Mar	Impossible Meat	US
Droga5	Mar	Topo Chico	US
DDB	Mar	Salomon	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](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.



## 2021 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / Mar

AGENCY	MONTH	ACCOUNT	AREA
Spark Foundry	Mar	Inspire Brands	US
Assembly	Mar	Con Edison	US
Spark Foundry	Mar	Humana	US
Horizon Media	Mar	Leaf Home Solutions	US
Horizon Media	Mar	Fisher Investments	US
Wavemaker	Mar	Coinbase	US
Mediacom	Mar	Impossible Meat	US
Mediahub	Mar	Tally	US
Horizon Media	Mar	UHG Brands	US
Zenith	Mar	TD Bank	US

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