



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Nov

AGENCY	MONTH	ACCOUNT	AREA
Wieden & Kennedy	Nov	Visa	Global
Le Pub (Publicis Group)	Nov	Heineken	Global
Droga5	Nov	AirBNB	Global
Publicis	Nov	Visa Production	Global
Highdive	Nov	The General	US
Publicis	Nov	Mondelēz Production	Europe
MediaMonks	Nov	Mondelēz Production	North America, Latin America, Asia, the Middle-East and Africa
VMLY&R	Nov	Walgreens Boots Alliance	Global
Wieden & Kennedy	Nov	Visa	Europe
R/GA	Nov	Uber Social	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.



2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

Global / Nov

AGENCY	MONTH	ACCOUNT	AREA
Omnicom Media Group	Nov	Sanofi	Global ex US
Publicis Imagine	Nov	Hulu	US
Wavemaker	Nov	Philips	Global
Canvas Worldwide	Nov	Heineken	US
Mediacom	Nov	DF Honda Digital	China
OMD	Nov	Lidl Buying	UK
Omnicom Media Group	Nov	Electrolux brands	APAC, MEA
Wavemaker	Nov	ViacomCBS networks	Global ex US
Essence	Nov	Jeep	China
OMD	Nov	Bitburger/Gerolsteiner	Germany, Italy

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