



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Nov

AGENCY	MONTH	ACCOUNT	AREA
Wieden & Kennedy	Nov	Visa	Global
Highdive	Nov	The General	US
Droga5	Nov	AirBNB	Global
Le Pub (Publicis Group)	Nov	Heineken	Global
MediaMonks	Nov	Mondelēz Production	North America, Latin America, Asia, the Middle-East and Africa
Publicis	Nov	Visa Production	Global
R/GA	Nov	Uber Social	US
R/GA	Nov	Spotify CRM	US
R/GA	Nov	Siemens AG	US
Huge	Nov	US Cellular	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

US / Nov

AGENCY	MONTH	ACCOUNT	AREA
Publicis Imagine	Nov	Hulu	US
Canvas Worldwide	Nov	Heineken	US
Wavemaker	Nov	Philips	Global
Havas Media	Nov	3M	Global
Mediacom	Nov	WhiteHat Jr. Digital	USA
Resolution	Nov	Northwestern Mutual Careers Project	US
Wavemaker	Nov	Pure Storage	US

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