



2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

Global / Oct

AGENCY	MONTH	ACCOUNT	AREA
WorkInProgress	Oct	Domino's	US
FCB	Oct	BMW	North America
Droga5	Oct	Lululemon	Global
Mono	Oct	Target	US
Johannes Leonardo	Oct	Oscar Mayer, Kraft Mac & Cheese	US
Terri & Sandy	Oct	Sanofi consumer health brands	US
Mother	Oct	Dave & Busters	US
Grey Group	Oct	GSK (Emergen-C, Nexium, Preperation-H, Robitussin)	US
Anomaly	Oct	Hotels.com	Europe
Heimat	Oct	Smart	Europe

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 / Oct

AGENCY	MONTH	ACCOUNT	AREA
Mediacom	Oct	WBA	Global
PHD	Oct	SVW	China
Mindshare	Oct	Oppo (Planning)	China
Havas Media	Oct	JDE Peet's (Jacobs, Nenu, Tassimo and Douwe Egberts brands)	UK
MediaHub	Oct	TracFone	US
Wavemaker	Oct	ZYBang	China
dentsu X	Oct	Nestlé	China
Dentsu Red Star	Oct	Heineken brands	Global ex Fr
Carat	Oct	McDonald's Buying	China
Spark Foundry	Oct	Westpac	Australia

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