



## 2020 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / Oct

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



## 2020 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / Oct

AGENCY	MONTH	ACCOUNT	AREA
Mediacom	Oct	WBA	Global
MediaHub	Oct	TracFone	US
MediaHub	Oct	NBA	US
Zenith	Oct	CDC	US
Mediacom	Oct	Bayer Women's Healthcare Video	US
Dentsu Red Star	Oct	Heineken brands	Global ex France
OMD	Oct	Georgia-Pacific consumer	US
Spark Foundry	Oct	Vanguard	US
MediaHub	Oct	Avrio Healthcare	US
Canvas Worldwide	Oct	Lagunitas	US

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