



2021 NEW BUSINESS LEAGUE TOP 10 CREATIVE WINS

US / May

AGENCY	MONTH	ACCOUNT	AREA
DDB	May	Peloton	Global
StrawberryFrog	May	Prudential Financial	US
Huge	May	Sub-Zero	US
FIG	May	Major League Baseball	US
The Many	May	eBay	US
Huge	May	TQ Tezos	US
DDB	May	JetBlue	US
DDB	May	Slack	US
Mischief	May	Shutterfly	US
Hill Holliday	May	Egglife Foods	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.



2021 MEDIA NEW BUSINESS LEAGUE TOP 10 MEDIA WINS

US / May

AGENCY	MONTH	ACCOUNT	AREA
Publicis Media	May	American Family	US
OMD	May	Philips	Global
Initiative	May	Cigna	Global
Wavemaker	May	Office Depot	US
Mediahub	May	Pinterest	US, UK
Havas Media	May	Visit California	Global
Dentsu x	May	Madison Reed	US
360i	May	Madison Reed	US
Tombras	May	Edible	US
Havas Media	May	UC San Diego	US

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