



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 2016

| RANK THIS MONTH | RANK LAST MONTH | AGENCY            | RECENT WINS   | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of Wins |
|-----------------|-----------------|-------------------|---|--------------------------------------|---------------|---|------------|
| 1               | 2               | DDB               | Frucor Project, Eco Store Project, Activate Tairawhiti Project        | 4.55                                 |               | 4.55                                    | 20         |
| 2               | 1               | Y&R               | Go Healthy Project, Arnotts Project, Microsoft Project, Heinz Project | 4.03                                 |               | 4.03                                    | 8          |
| 3               | 5=              | Publicis          | Personalised Plates   | 0.80                                 |               | 0.80                                    | 1          |
| 4-              | 3               | FCB               | Massey University   | 0.30                                 |               | 0.30                                    | 1          |
| 4-              | 5=              | TBWA              | Asahi   | 0.30                                 |               | 0.30                                    | 1          |
| 6               | 4               | Saatchi & Saatchi | Postie Plus (ATL), My Food Bag(ATL)                                   | 0.14                                 |               | 0.14                                    | 2          |
| 7-              | 5=              | Leo Burnett       |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | J Walter Thompson |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | McCann WorldGroup |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | Grey Group        |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | Havas Worldwide   |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | Mullen Lowe       |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | M&C Saatchi       |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | Ogilvy            |   | 0.00                                 |               | 0.00                                    | 0          |
| 7-              | 5=              | BBDO              |   | 0.00                                 |               | 0.00                                    | 0          |
|                 |                 |                   |   |                                      |               | 10.12                                   | 33         |

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 2016

| RANK THIS MONTH | RANK LAST MONTH | AGENCY           | RECENT WINS  | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES    | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of Wins |
|-----------------|-----------------|------------------|--|--------------------------------------|------------------|---|------------|
| 1               | 1               | OMD              | Sony Pictures, AA Insurance, Open Polytechnic, Barfoot | 0.86                                 | Sony Playstation | 0.62                                    | 6          |
| 2               | 2               | Vizeum           | FMCG Client  | 0.53                                 |                  | 0.53                                    | 2          |
| 3               | 3               | PHD              | Hewlett Packard, Mercedes                              | 0.41                                 |                  | 0.41                                    | 4          |
| 4               | 4               | Zenith           | My Food Bag  | 0.36                                 |                  | 0.36                                    | 4          |
| 5               | 5               | Mindshare        | CHANEL   | 0.25                                 |                  | 0.25                                    | 1          |
| 6               | 6               | MEC              | Dominos, Hunting and Fishing                           | 0.36                                 | Postie+          | 0.24                                    | 2          |
| 7               | 7               | MediaCom         | Sony Playstation, Oaktree Capital                      | 0.13                                 |                  | 0.13                                    | 2          |
| 8               | 8               | Havas Media      |  | 0.00                                 |                  | 0.00                                    | 0          |
| 9               | 9               | Carat            | Healthcare Client                                      | 0.01                                 | Barfoot          | -0.03                                   | 1          |
| 10              | 10              | Universal McCann |  | 0.10                                 | Sony Pictures    | -0.20                                   | 1          |
| 11              | 11              | Starcom          | Smartfuel Project, Radio New Zealand, Air Asia         | 0.18                                 | AA Insurance     | -0.26                                   | 3          |
|                 |                 |                  |  |                                      |                  | 2.05                                    | 26         |

### 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.