



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 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	Y&R	Go Healthy Project, Arnotts Project, Microsoft Project, Heinz Project	3.03		3.03	7
2	1	DDB	Frucor Project, Christchurch Airport Project, Pacific Aero Space Project	2.27		2.27	17
3	3	FCB	Massey University	0.30		0.30	1
4	5=	Saatchi & Saatchi	Postie Plus (ATL), My Food Bag(ATL)	0.14		0.14	2
5-	4	Publicis		0.00		0.00	0
5-	5=	Leo Burnett		0.00		0.00	0
5-	5=	TBWA		0.00		0.00	0
5-	5=	J Walter Thompson		0.00		0.00	0
5-	5=	McCann WorldGroup		0.00		0.00	0
5-	5=	Grey Group		0.00		0.00	0
5-	5=	Havas Worldwide		0.00		0.00	0
5-	5=	Mullen Lowe		0.00		0.00	0
5-	5=	M&C Saatchi		0.00		0.00	0
5-	5=	Ogilvy		0.00		0.00	0
5-	5=	BBDO		0.00		0.00	0
						5.74	27

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 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	OMD	Sony Pictures, AA Insurance, Open Polytechnic, Barfoot	0.85	Sony Playstation	0.77	5
2	6	Vizeum	FMCG Client	0.53		0.53	2
3	1	PHD	Hewlett Packard, Mercedes	0.41		0.41	4
4	4	Zenith	My Food Bag	0.34		0.34	3
5	3	Mindshare	CHANEL	0.25		0.25	1
6	5	MEC	Dominos, Hunting and Fishing	0.36	Postie+	0.24	2
7	8=	MediaCom	Sony Playstation	0.08		0.08	1
8	8=	Havas Media		0.00		0.00	0
9	7	Carat	Healthcare Client	0.01	Barfoot	-0.03	1
10	11	Universal McCann		0.00	Sony Pictures	-0.30	0
11	8=	Starcom		0.00	AA Insurance	-0.42	0
						1.87	19