



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 2017

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	McDonalds, Fonterra Brands Project, Exxon Mobil Project	0.39		0.39	3
2	1	Saatchi & Saatchi	IT Client	0.30		0.30	1
3	2=	J Walter Thompson	Subway Project, Samsung Project	0.14		0.14	2
4-	2=	FCB		0.00		0.00	0
4-	2=	Grey Group		0.00		0.00	0
4-	2=	Havas Worldwide		0.00		0.00	0
4-	2=	Leo Burnett		0.00		0.00	0
4-	2=	M&C Saatchi		0.00		0.00	0
4-	2=	McCann WorldGroup		0.00		0.00	0
4-	2=	Mullen Lowe		0.00		0.00	0
4-	2=	Ogilvy		0.00		0.00	0
4-	2=	Publicis		0.00		0.00	0
4-	2=	TBWA		0.00		0.00	0
4-	2=	Y&R		0.00		0.00	0
15	15	BBDO		0.00	Fonterra Brands Project	-0.08	0
						0.75	6

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 2017

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	MEC	Mars Wrigley, Honda	0.65		0.65	2
2	1	PHD	Warehouse Stationery, Auckland Transport Project	0.57		0.57	2
3	3	Carat	Tourism Client	0.17		0.17	5
4	4=	OMD	Ministry for Vulnerable Children, Tenancy Board	0.04		0.04	2
5-	4=	Havas Media		0.00		0.00	0
5-	4=	MediaCom		0.00		0.00	0
5-	4=	Mindshare		0.00		0.00	0
5-	4=	Universal McCann		0.00		0.00	0
5-	4=	Vizeum		0.00		0.00	0
5-	4=	Zenith		0.00		0.00	0
11	11	Starcom		0.00	Warehouse Stationery	-1.02	0
						0.41	11

### 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.