



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 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-	3	Y&R	Sevice Client	0.30		0.30	1
1-	4	FCB	Massey University	0.30		0.30	1
3-	1	DDB		0.00		0.00	0
3-	2	Leo Burnett		0.00		0.00	0
3-	5=	TBWA		0.00		0.00	0
3-	5=	J Walter Thompson		0.00		0.00	0
3-	5=	McCann WorldGroup		0.00		0.00	0
3-	5=	Grey Group		0.00		0.00	0
3-	5=	Publicis		0.00		0.00	0
3-	5=	Havas Worldwide		0.00		0.00	0
3-	5=	Mullen Lowe		0.00		0.00	0
3-	5=	M&C Saatchi		0.00		0.00	0
3-	5=	Ogilvy		0.00		0.00	0
3-	5=	Saatchi & Saatchi		0.00		0.00	0
3-	15	BBDO		0.00		0.00	0
						0.60	2

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 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	PHD	Hewlett Packard, Mercedes	0.4		0.41	4
2	2	OMD	Sony Pictures	0.3		0.30	1
3	3	Mindshare	CHANEL	0.3		0.25	1
4	5	Vizeum		0.0		0.04	1
5	6	ZenithOptimedia		0.0		0.00	0
6	7	Carat		0.0		0.00	0
7	8	MediaCom		0.0		0.00	0
8	9	Starcom MediaVest		0.0		0.00	0
9	10	MEC		0.0		0.00	0
10	11	Havas Media		0.0		0.00	0
11	4	Universal McCann		0.0	Sony Pictures	-0.30	0
						0.70	7

### 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.