



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 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	-	Saatchi & Saatchi	IT Client	0.30		0.30	1
2-	-	Y&R		0.00		0.00	0
2-	-	DDB		0.00		0.00	0
2-	-	Publicis		0.00		0.00	0
2-	-	TBWA		0.00		0.00	0
2-	-	FCB		0.00		0.00	0
2-	-	Leo Burnett		0.00		0.00	0
2-	-	J Walter Thompson		0.00		0.00	0
2-	-	McCann WorldGroup		0.00		0.00	0
2-	-	Grey Group		0.00		0.00	0
2-	-	Havas Worldwide		0.00		0.00	0
2-	-	Mullen Lowe		0.00		0.00	0
2-	-	M&C Saatchi		0.00		0.00	0
2-	-	Ogilvy		0.00		0.00	0
2-	-	BBDO		0.00		0.00	0
						0.30	1



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 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	-	PHD	Warehouse Stationery	0.52		0.52	1
2	-	MEC	Mars Wrigley	0.50		0.50	1
3	-	Carat	Tourism Client	0.15		0.15	3
4-	-	MediaCom		0.00		0.00	0
4-	-	Mindshare		0.00		0.00	0
4-	-	OMD		0.00		0.00	0
4-	-	Vizeum		0.00		0.00	0
4-	-	Zenith		0.00		0.00	0
4-	-	Havas Media		0.00		0.00	0
4-	-	Universal McCann		0.00		0.00	0
11	-	Starcom		0.00	Warehouse Stationery	-1.02	0
						0.15	5

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.