

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / July 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	1	J Walter Thompson	Subway Project, Samsung Project	0.61		0.61	4
2	2	DDB	Arbonne, H&M Project, Freeview Project	0.60		0.60	10
3	3	Saatchi & Saatchi	New Zealand Olympic Committee	0.35		0.35	2
4	4	We Are Social	Audible.com.au (Social)	0.20		0.20	1
5	5	Y&R	Sport Client	0.19		0.19	2
6	6	BC&F Dentsu	Simplot	0.11		0.11	4
7=	7=	Grey Group		0.00		0.00	0
7=	7=	Ogilvy		0.00		0.00	0
7=	7=	Publicis		0.00		0.00	0
7=	7=	TBWA		0.00		0.00	0
11	16	FCB		0.00	Restaurant Client	-0.02	0
12	17	Colenso BBDO		0.00	Fonterra Brands Project	-0.08	0
						1.95	23

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / July 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	1	Carat	Tourism Client	1.06		1.06	6
2	2	PHD	Geneysis Energy, Spark, Oyster Property Group (Colliers)	0.91		0.91	6
3	3	MEC	Mars Wrigley, Honda	0.65		0.65	2
4	4	MediaCom	BRP's Sea-Doo, 20th Century Fox, New Zealand Labour Party	0.48		0.48	4
5	-	BPN	GBA Corp	0.25		0.25	1
6	5	Vizeum	Finance Client	0.07		0.07	1
7-	6=	Havas Media		0.00		0.00	0
7-	6=	Mindshare		0.00		0.00	0
7-	6=	Universal McCann		0.00		0.00	0
7-	6=	Zenith		0.00		0.00	0
11	11	Starcom	Kraft Heinz	0.35	Warehouse Stationery	-0.87	1
12	10	OMD	Ministry for Vulnerable Children, Tenancy Board	0.04	Kraft Heinz	-1.20	2
						1.35	23

### 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.