



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / June 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	-	We Are Social	Audible.com.au (Social)	0.20		0.20	1
5	4	Y&R	Sport Client	0.19		0.19	2
6-	5=	Grey Group		0.00		0.00	0
6-	5=	Havas Worldwide		0.00		0.00	0
6-	5=	Leo Burnett		0.00		0.00	0
6-	5=	M&C Saatchi		0.00		0.00	0
6-	5=	McCann WorldGroup		0.00		0.00	0
6-	5=	MullenLowe Group		0.00		0.00	0
6-	5=	Ogilvy		0.00		0.00	0
6-	5=	Publicis		0.00		0.00	0
6-	5=	TBWA		0.00		0.00	0
6-	5=	FCB	Restaurant Client	0.00		-0.02	0
6-	15	BBDO	Fonterra Brands Project	0.00		-0.08	0
						1.85	19

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / June 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	20th Century Fox, New Zealand Labour Party	0.38		0.38	3
4-	4=	Havas Media		0.00		0.00	0
4-	4=	Mindshare		0.00		0.00	0
4-	4=	Universal McCann		0.00		0.00	0
4-	4=	Vizeum		0.07		0.07	1
4-	4=	Zenith		0.00		0.00	0
10	10	OMD	Ministry for Vulnerable Children, Tenancy Board	0.04	Trasportation Client	-0.85	2
11	11	Starcom		0.00	Warehouse Stationery	-1.22	0
						1.00	20

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.