



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	DDB	Automobile Association(Digital), Foodstuffs Project, Business Mentors	2.13		2.13	14
2	2	Y&R	Go Healthy Project, Arnotts Project, Microsoft Project, Heinz Project	1.98		1.98	5
3	3	FCB	Massey University	0.30		0.30	1
4	4	Publicis	Postie Plus (ATL), My Food Bag(ATL)	0.14		0.14	2
5-	5=	Leo Burnett		0.00		0.00	0
5-	5=	TBWA		0.00		0.00	0
5-	5=	J Walter Thompson		0.00		0.00	0
5-	5=	McCann WorldGroup		0.00		0.00	0
5-	5=	Grey Group		0.00		0.00	0
5-	5=	Havas Worldwide		0.00		0.00	0
5-	5=	Mullen Lowe		0.00		0.00	0
5-	5=	M&C Saatchi		0.00		0.00	0
5-	5=	Ogilvy		0.00		0.00	0
5-	5=	Saatchi & Saatchi		0.00		0.00	0
5-	5=	BBDO		0.00		0.00	0
						4.54	22

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	0.41		0.41	4
2	2	OMD	Sony Pictures	0.68		0.68	5
3	3	Mindshare	CHANEL	0.25		0.25	1
4	4	Zenith	My Food Bag	0.34		0.34	3
5	5	MEC	Dominos	0.30	Postie+	0.18	1
6	6	Vizeum	FMCG Client	0.04		0.04	1
7	7	Carat	Healthcare Client	0.01	Barfoot	-0.03	1
8-	8=	MediaCom		0.00		0.00	0
8-	8=	Starcom		0.00		0.00	0
8-	8=	Havas Media		0.00		0.00	0
11	11	Universal McCann		0.00	Sony Pictures	-0.30	0
						1.56	16