



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 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	Fonterra Project, Maori TV Project	0.54		0.54	7
3	3	Saatchi & Saatchi	New Zealand Olympic Committee	0.35		0.35	2
4	4	Y&R	Sport Client	0.19		0.19	2
5-	5=	Grey Group		0.00		0.00	0
5-	5=	Havas Worldwide		0.00		0.00	0
5-	5=	Leo Burnett		0.00		0.00	0
5-	5=	M&C Saatchi		0.00		0.00	0
5-	5=	McCann WorldGroup		0.00		0.00	0
5-	5=	MullenLowe Group		0.00		0.00	0
5-	5=	Ogilvy		0.00		0.00	0
5-	5=	Publicis		0.00		0.00	0
5-	5=	TBWA		0.00		0.00	0
5-	5=	FCB	Restaurant Client	0.00		-0.02	0
15	15	BBDO	Fonterra Brands Project	0.00		-0.08	0
						1.59	15



2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 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	3	Carat	Tourism Client	1.06		1.06	6
2	2	PHD	Geneysis Energy, Spark, Oyster Property Group (Colliers)	0.91		0.91	6
3	1	MEC	Mars Wrigley, Honda	0.65		0.65	2
4-	5=	MediaCom	New Zealand Labour Party	0.10		0.10	1
4-	5=	Havas Media		0.00		0.00	0
4-	5=	Mindshare		0.00		0.00	0
4-	5=	Universal McCann		0.00		0.00	0
4-	5=	Vizeum		0.00		0.00	0
4-	5=	Zenith		0.00		0.00	0
10	4	OMD	Ministry for Vulnerable Children, Tenancy Board	0.04	Trasportation Client	-0.85	2
11	11	Starcom		0.00	Warehouse Stationery	-1.22	0
						0.65	17

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.