



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 2018

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	2	DDB	New Zealand Steel Project, MINI Project, First NZ Capital Group Project	0.78		0.78	8
2	1	Saatchi & Saatchi	Tourism Fiji Project, Maritime New Zealand Project	0.43		0.43	2
3	3	Ogilvy	IT Client	0.35		0.35	1
4	4	J Walter Thompson	IT Client	0.25		0.25	4
5	5	BC&F Dentsu	Manufature Client	0.17		0.17	1
6	6	Y&R	Pharma Project	0.07		0.07	1
7=	7=	FCB		0.00		0.00	0
7=	7=	We Are Social		0.00		0.00	0
7=	7=	TBWA		0.00		0.00	0
7=	7=	Grey Group		0.00		0.00	0
7=	7=	Publicis		0.00		0.00	0
7=	7=	Colenso BBDO		0.00		0.00	0
						2.05	17

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 2018

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	Wavemaker	Vodafone, New World	2.10		2.10	2
2	3	Carat	Microsoft	0.71	George Weston Foods	0.65	2
3	2	OMD	Qantas, Menarini, Simplot, Vitaco, Heart of the City	0.44		0.44	6
4	5	PHD	HSBC, Sealord Group Limited, Purplebricks, Michael Hill Jeweller Search	0.52	FMCG client	0.31	6
5=	6=	MediaCom		0.00		0.00	0
5=	6=	BPN		0.00		0.00	0
5=	6=	Havas Media		0.00		0.00	0
5=	6=	Universal McCann		0.00		0.00	0
9	10	Starcom	Amplifon New Zealand (Bay Audiology)	0.10	Sealord Group Limited	-0.01	1
10=	11=	Zenith		0.00	Qantas	-0.16	0
10=	11=	Vizeum		0.00	Simplot	-0.16	0
12	4	Mindshare	Danone Nutricia	0.18	Pharma Client	-0.18	1
						2.99	18

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.