

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Dec 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	-	Special Group	Auckland International Airport, Partridge Jewellers AOR , New Zealand Rugby Campaign project	2.43		2.43	14
2	1	J Walter Thompson	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	1.43		1.43	34
3	2	FCB	Samsung	1.20	Education New Zealand	0.85	2
4	3	Saatchi & Saatchi	Siemens Home Appliances, Tourism Fiji Project, Maritime New Zealand Project	0.75		0.75	4
5	5	DDB	Bluebird Foods Project, Sanford Fisheries Project, NZ First Capital Project, Kiwirail Project	1.89	Samsung Electronics visual display	0.69	26
6	16=	APN Outdoor	Queenstown Airport	0.60		0.60	1
7	4	VMLY&R	Pharma Project	0.58		0.58	3
8	6	Ogilvy	IT Client	0.35		0.35	1
9-	7	BC&F Dentsu	Manufature Client	0.24		0.24	7
9-	16=	Dentsu	Natural products brand	0.24		0.24	7
11-	8=	We Are Social		0.00		0.00	0
11-	8=	Publicis	Genting Cruise Lines Project	0.00		0.00	0
13	11	Colenso BBDO		0.00	Silver Fern Farms	-0.19	0
14	12	Grey Group		0.00	Revlon	-0.73	0
15	8=	TBWA		0.00	Auckland International Airport	-2.10	0
						5.15	99

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Dec 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	OLA, Vodafone, New World, Energizer	2.93		2.90	4
2	5	OMD	Daimler, Adairs, Qantas, Menarini	3.00	Intel	2.82	13
3	2	MediaCom	adidas Global Buying, Hilton Global	2.88	Nestlé	1.76	5
4	3	Universal McCann	Nestlé	1.05		1.05	2
5	4	Mindshare	BP, Danone Nutricia	0.78	Pharma Client	0.38	3
6	7	Carat	Microsoft	0.89	George Weston Foods	0.22	4
7	6	Havas Media	Puma	0.10		0.10	2
8	8	BPN		0.00		0.00	0
9	10	PHD	Farmers, HSBC, Sealord Group Limited, Purplebricks, Michael Hill Jeweller Search	0.57	FMCG client	-0.07	7
10	9	Zenith	Lactalis	0.12	Qantas	-0.10	2
11	11	Vizeum		0.00	Simplot	-0.16	0
12	12	Starcom	Amplifon New Zealand (Bay Audiology)	0.10	Sealord Group Limited	-1.66	1
						7.24	43

### 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.