



## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 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	Saatchi & Saatchi	Tourism Fiji Project, Maritime New Zealand Project	0.43		0.43	2
2	2	J Walter Thompson	IT Client	0.25		0.25	4
3	3	BC&F Dentsu	Manufature Client	0.17		0.17	1
4	5=	Y&R	Pharma Project	0.07		0.07	1
5	4	DDB	Beam Global Project, Fonterra - Kapiti Project	0.03		0.03	3
6-	5=	FCB		0.00		0.00	0
6-	5=	We Are Social		0.00		0.00	0
6-	5=	TBWA		0.00		0.00	0
6-	5=	Grey Group		0.00		0.00	0
6-	5=	Publicis		0.00		0.00	0
6-	5=	Colenso BBDO		0.00		0.00	0
6-	5=	Ogilvy		0.00		0.00	0
						0.95	11

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 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	2	Carat	FMCG clinet	0.21		0.21	1
3	3	Starcom	Amplifon New Zealand (Bay Audiology)	0.10		0.10	1
4-	4=	MediaCom		0.00		0.00	0
4-	4=	BPN		0.00		0.00	0
4-	4=	Mindshare		0.00		0.00	0
4-	4=	Havas Media		0.00		0.00	0
4-	4=	Universal McCann		0.00		0.00	0
4-	4=	Zenith		0.00		0.00	0
4-	4=	OMD		0.00		0.00	0
11	11	Vizeum		0.00	Amplifon New Zealand (Bay Audiology)	-0.10	0
12	12	PHD		0.00	FMCG clinet	-0.21	0
						2.10	4

### 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.