

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 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	4	Saatchi & Saatchi	Tourism Fiji Project, Maritime New Zealand Project	0.33		0.33	2
2	3	J Walter Thompson	IT Client	0.25		0.25	4
3	7	BC&F Dentsu	Manufature Client	0.17		0.17	1
4	2	DDB	Beam Global Project	0.01		0.01	1
5-	1	Y&R		0.00		0.00	0
5-	5	FCB		0.00		0.00	0
5-	6	We Are Social		0.00		0.00	0
5-	8=	TBWA		0.00		0.00	0
5-	8=	Grey Group		0.00		0.00	0
5-	8=	Publicis		0.00		0.00	0
5-	11	Colenso BBDO		0.00		0.00	0
5-	12	Ogilvy		0.00		0.00	0
						0.76	8

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 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	4	Saatchi & Saatchi	Tourism Fiji Project, Maritime New Zealand Project	0.33		0.33	2
2	3	J Walter Thompson	IT Client	0.25		0.25	4
3	7	BC&F Dentsu	Manufature Client	0.17		0.17	1
4	2	DDB	Beam Global Project	0.01		0.01	1
5-	1	Y&R		0.00		0.00	0
5-	5	FCB		0.00		0.00	0
5-	6	We Are Social		0.00		0.00	0
5-	8=	TBWA		0.00		0.00	0
5-	8=	Grey Group		0.00		0.00	0
5-	8=	Publicis		0.00		0.00	0
5-	11	Colenso BBDO		0.00		0.00	0
5-	12	Ogilvy		0.00		0.00	0
						0.76	8

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.