

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / June 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	DDB	Plumbing World Project, Fonterra Kapiti Project	0.82		0.82	10
2	2	Saatchi & Saatchi	Tourism Fiji Project, Maritime New Zealand Project	0.63		0.63	3
3	4	Y&R	Pharma Project	0.58		0.58	3
4	3	J Walter Thompson	Nikon Digital	0.40		0.40	6
5	5	Ogilvy	IT Client	0.35		0.35	1
6	6	BC&F Dentsu	Manufature Client	0.21		0.21	4
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
						2.99	27

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / June 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	OMD	Qantas, Menarini, Simplot, Vitaco, Heart of the City	2.44		2.44	8
2	2	Wavemaker	Vodafone, New World, Energizer	2.28		2.28	3
3	5=	Universal McCann	Nestlé	1.00		1.00	1
4	3	Carat	Microsoft	0.71	George Weston Foods	0.55	2
5	4	PHD	Farmers, HSBC, Sealord Group Limited, Purplebricks, Michael Hill Jeweller Search	0.57	FMCG client	0.33	7
6-	5=	BPN		0.00		0.00	0
6-	5=	Havas Media		0.00		0.00	0
8-	9=	Zenith		0.00	Qantas	-0.16	0
8-	9=	Vizeum		0.00	Simplot	-0.16	0
10	11	Mindshare	Danone Nutricia	0.18	Pharma Client	-0.18	1
11	5=	MediaCom	adidas Global Buying, Hilton Global	0.15	Nestlé	-0.97	2
12	12	Starcom	Amplifon New Zealand (Bay Audiology)	0.10	Sealord Group Limited	-1.01	1
						4.11	25

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.