



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	5	DDB	2degrees Mobile, Shore Mariner Project, Beam Global Project	0.37		0.37	5
3	6=	Ogilvy	IT Client	0.35		0.35	1
4	2	J Walter Thompson	IT Client	0.25		0.25	4
5	3	BC&F Dentsu	Manufacture Client	0.17		0.17	1
6	4	Y&R	Pharma Project	0.07		0.07	1
7=	6=	FCB		0.00		0.00	0
7=	6=	We Are Social		0.00		0.00	0
7=	6=	TBWA		0.00		0.00	0
7=	6=	Grey Group		0.00		0.00	0
7=	6=	Publicis		0.00		0.00	0
7=	6=	Colenso BBDO		0.00		0.00	0
						1.64	14

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	4=	OMD	Qantas, Menarini, Simplot	0.35		0.35	4
3	2	Carat	FMCG client	0.21	George Weston Foods	0.15	1
4	4=	Mindshare	Danone Nutricia	0.18	Pharma Client	0.07	1
5	12	PHD	Sealord Group Limited, Purplebricks, Michael Hill Jeweller Search	0.27	FMCG client	0.06	5
6=	4=	MediaCom		0.00		0.00	0
6=	4=	BPN		0.00		0.00	0
6=	4=	Havas Media		0.00		0.00	0
6=	4=	Universal McCann		0.00		0.00	0
10	3	Starcom	Amplifon New Zealand (Bay Audiology)	0.10	Sealord Group Limited	-0.01	1
11=	4=	Zenith		0.00	Qantas	-0.16	0
11=	11	Vizeum		0.00	Simplot	-0.16	0
						2.40	14

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.