



2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 2019

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	-	DDB	Vodafone	0.4		0.4	1
2	-	FCB	WorkSafe NZ	0.3		0.3	1
3	1	Cutwater	Smitten Ice Cream, Mdsave, Just, OneLogin	0.1		0.1	6
4	2	Accenture Interactive	Aria	0.0		0.0	1
5	3=	Merkley+Partners	Performix	0.0		0.0	1
6	3=	Online Circle	Barilla	0.0		0.0	1
						1.0	12

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 2019

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	Mindshare	Prudential BSN Takarui Berhad Project, Zomato Project, British Petroleum	2.1		2.1	4
2	1	Wavemaker	Huawei	1.8		1.8	1
3	2	PHD	Al Alali, NZ Post, Singapore Airlines	1.4		1.4	4
4	3	OMD	Dilmah, Farmlands Co-operative Society Limited, Mike Greer Homes Canterbury Limited, Southland Building Society	0.8		0.8	13
5	5	MediaCom	Hawaiian Airlines	0.1	Dilmah	0.0	1
6	6	Carat		0.0	Dr Wolff	0.0	0
						5.9	23

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.