



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Nov 2017

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	Y&R	Sport Client	2.15		2.15	6
2	2	DDB	Warehouse Stationery, NZME Project, Sportscraft Project	1.43		1.43	21
3	3	J Walter Thompson	Subway Project, Samsung Project	0.61		0.61	4
4	4	Saatchi & Saatchi	ANZ Bank Project, New Zealand Olympic Committee	0.55		0.55	3
5	5	FCB	NZ Government - Keep New Zealand Beautiful	0.50	Restaurant Client	0.48	1
6	6	We Are Social	Audible.com.au (Social)	0.20		0.20	1
7	7	BC&F Dentsu	Simplot	0.13		0.13	5
8-	8=	TBWA		0.00		0.00	0
8-	8=	Grey Group		0.00		0.00	0
8-	8=	Publicis		0.00		0.00	0
11	11	Colenso BBDO		0.00	Fonterra Brands Project	-0.08	0
12	12	Ogilvy		0.00	Retail Client	-0.71	0
						4.76	41

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Nov 2017

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	Carat	Tourism Client	1.23	Medecins Sans Frontieres	1.19	8
2	2	PHD	Michael Hill, AWF Madison, Geneysis Energy, Spark	0.93		0.93	9
3	3	MEC	Mars Wrigley, Honda	0.65		0.65	2
4	4	MediaCom	BRP's Sea-Doo, 20th Century Fox, New Zealand Labour Party	0.48		0.48	4
5	5	BPN	GBA Corp	0.25		0.25	1
6	6	Vizeum	Partridge Jewellers	0.11		0.11	2
7	7	Mindshare	Medecins Sans Frontieres, MoleMap NZ	0.08		0.08	2
8-	8=	Havas Media		0.00		0.00	0
8-	8=	Universal McCann		0.00		0.00	0
8-	8=	Zenith		0.00		0.00	0
11	11	Starcom	Kraft Heinz	0.35	Warehouse Stationery	-0.87	1
12	12	OMD	ACC Motorcycle Safety, Ministry for Vulnerable Children	0.04	Kraft Heinz	-1.20	3
						1.61	32

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.