

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, Nikon Digital	0.89		0.89	15
2	1	Saatchi & Saatchi	Tourism Fiji Project, Maritime New Zealand Project	0.63		0.63	3
3	2	VMLY&R	Pharma Project	0.58		0.58	3
4	3	DDB	Kiwirail Project, Bluebird Foods Project, Volkswagen, SEAT, HRV Project	1.77	Samsung Electronics visual display	0.57	23
5	5	Ogilvy	IT Client	0.35		0.35	1
6	6	BC&F Dentsu	Manufature Client	0.24		0.24	7
7-	7=	We Are Social		0.00		0.00	0
7-	7=	TBWA		0.00		0.00	0
7-	7=	Publicis	Genting Cruise Lines Project	0.00		0.00	0
7-	7=	Colenso BBDO		0.00		0.00	0
11	11	FCB		0.20	Volkswagen	-0.15	1
12	12	Grey Group		0.00	Revlon	-0.73	0
						2.39	53

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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, Energizer	2.28		2.25	3
2	2	MediaCom	adidas Global Buying, Hilton Global	2.88	Nestlé	1.76	5
3	3	Universal McCann	Nestlé	1.00		1.00	1
4	11	OMD	Daimler, Adairs, Qantas, Menarini	3.00	Mars	0.32	13
5	6	Havas Media	Puma	0.10		0.10	2
6	4	Mindshare	Danone Nutricia	0.68	Pharma Client	0.08	2
7	5	Carat	Microsoft	0.71	George Weston Foods	0.05	2
8	7	BPN		0.00		0.00	0
9	8	Zenith		0.10	Qantas	-0.06	1
10	9	PHD	Farmers, HSBC, Sealord Group Limited, Purplebricks, Michael Hill Jeweller Search	0.57	FMCG client	-0.07	7
11	10	Vizeum		0.00	Simplot	-0.16	0
12	12	Starcom	Amplifon New Zealand (Bay Audiology)	0.10	Sealord Group Limited	-1.01	1
						4.25	37

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.