

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Sep 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	0.63		0.63	3
2	2	VMLY&R	Pharma Project	0.58		0.58	3
3	4	DDB	NZ Steel Project, Ronald McDonald House, Volkswagen, SEAT, HRV Project	1.66	Samsung Electronics visual display	0.46	21
4	3	J Walter Thompson	Nikon Digital, ASUS	0.40		0.43	7
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	Kimberly Clark	0.20	Volkswagen	-0.15	1
12	12	Grey Group		0.00	Revlon	-0.73	0
						1.82	43

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Sep 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	United Airlines	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	5	Mindshare	Danone Nutricia	0.68	American Express	0.08	2
5	6	Carat	Microsoft	0.71	George Weston Foods	0.05	2
6	7=	Havas Media	De Beers	0.01		0.01	1
7	7=	BPN		0.00		0.00	0
8	10=	Zenith	GSK	0.10	Qantas	-0.06	1
9	4	PHD	Farmers, HSBC, Sealord Group Limited, Purplebricks, Michael Hill Jeweller Search	0.57	GlaxoSmithKline	-0.07	7
10	10=	Vizeum		0.00	Simplot	-0.16	0
11	9	OMD	SKYCITY, Qantas, Menarini, Simplot, Vitaco	2.50	Intel	-0.18	9
12	12	Starcom	Amplifon New Zealand (Bay Audiology)	0.10	Sealord Group Limited	-1.01	1
						3.66	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.