

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 2016

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	DDB	Trade Me, Eco Store, American Express Project, Auckland Racing Club Project	5.88		5.88	38
2	2	Y&R	Microsoft Project, Go Healthy Project, Arnotts Project	4.93		4.93	14
3	3	Publicis	Personalised Plates	0.80		0.80	1
4	4=	TBWA	Asahi, Campari	0.68		0.38	3
5	4=	FCB	Massey University	0.30		0.30	1
6	6	Saatchi & Saatchi	Postie Plus (ATL), My Food Bag(ATL)	0.14		0.07	2
7-	7=	Leo Burnett		0.00		0.00	0
7-	7=	J Walter Thompson		0.00		0.00	0
7-	7=	McCann WorldGroup		0.00		0.00	0
7-	7=	Grey Group		0.00		0.00	0
7-	7=	Havas Worldwide		0.00		0.00	0
7-	7=	Mullen Lowe		0.00		0.00	0
7-	7=	M&C Saatchi		0.00		0.00	0
7-	7=	Ogilvy		0.00		0.00	0
7-	7=	BBDO		0.00		0.00	0
						12.35	59

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 2016

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	2	OMD	NZ Defence Force, AA Insurance, Open Polytechnic, Barfoot	1.01	Sony Playstation	0.86	7
2	1	PHD	The New Zealand Flower and Garden Show, Hewlett Packard, Mercedes	0.76		0.76	9
3	3	Vizeum	FMCG Client	0.63		0.63	3
4	4	MediaCom	Procter & Gamble, NBC Universal, Sime Darby, PhotoBox	0.63		0.60	7
5	5	Zenith	My Food Bag	0.36		0.36	4
6	6	MEC	Tiffany & Co, United Airlines, Dominos, Campari	0.42	Postie+	0.29	7
7	7	Carat		0.29	Barfoot	0.25	10
8	9	Mindshare	CHANEL, Serko	0.05		0.05	2
9	10	Havas Media		0.00		0.00	0
10	12	Universal McCann	Tourism Australia	0.00	Sony Pictures	-0.30	0
11	11	Starcom	Smartfuel Project, Radio New Zealand, Air Asia	0.18	AA Insurance	-0.40	3
						3.10	52

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.