



## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Sep 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	American Express Project, Auckland Racing Club Project, Auckland Council Project	5.12		5.12	31
2	2	Y&R	Heart Energy Project, Nutricia Project	4.85		4.85	13
3	3	Publicis	Personalised Plates	0.80		0.80	1
4-	4=	FCB	Massey University	0.30		0.30	1
4-	4=	TBWA	Asahi	0.30		0.30	1
6	6	Saatchi & Saatchi	Postie Plus (ATL), My Food Bag(ATL)	0.14		0.14	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
						<b>11.51</b>	<b>49</b>

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Sep 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	PHD	The New Zealand Flower and Garden Show, Hewlett Packard, Mercedes	0.76		0.76	9
2	2	OMD	Sony Pictures, AA Insurance, Open Polytechnic, Barfoot	0.86	Sony Playstation	0.72	6
3	3	Vizeum	FMCG Client	0.63		0.63	3
4	7=	MediaCom	Procter & Gamble, NBC Universal, Sime Darby, PhotoBox	0.63		0.60	7
5	4	Zenith	My Food Bag	0.36		0.36	4
6	6	MEC	Tiffany & Co, United Airlines, Dominos, Campari	0.41	Postie+	0.29	6
7	7=	Carat	Les Mills International (Digital)	0.32	Barfoot	0.28	10
9	5	Mindshare	CHANEL, Serko	0.05		0.05	2
10	9	Havas Media		0.00		0.00	0
11	11	Starcom	Smartfuel Project, Radio New Zealand, Air Asia	0.18	AA Insurance	-0.26	3
12	10	Universal McCann	Tourism Australia	0.00	Sony Pictures	-0.30	0
						<b>3.13</b>	<b>50</b>

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.