

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / July 2019

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	Serato Project, Lumino Project, PlayStation, Vodafone, Yoobee, Lumino	1.4		1.41	7
3	3	FCB	WorkSafe NZ, The Electoral Commission	0.6		0.60	2
2	2	CampaignLab	Fiji Airways	0.4		0.40	1
4	4	BC&F Dentsu	Insurance Company	0.2		0.19	5
5	5	Anomaly	Johnnie Walker	0.1		0.14	1
6	6	WhiteGrey	Hawaiian Airlines	0.1		0.10	1
7	7	Ogilvy	AccorHotels	0.1		0.10	1
8	8	Accenture Interactive	Aria	0.0		0.04	1
9	9	Merkley+Partners	Performix	0.0		0.03	1
10	10	Online Circle	Barilla	0.0		0.03	1
11	11	Saatchi & Saatchi	FOAMO	0.0		0.02	1
						3.0	22



2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / July 2019

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	Mindshare	Prudential BSN Takaful Berhad Project, Zomato Project, British Petroleum	2.1		2.1	4
2	2	Wavemaker	Huawei	1.8		1.8	1
3	3	PHD	Al Alali, NZ Post, Singapore Airlines	1.4		1.4	4
4	4	OMD	Supercheap Auto, Realestate.co.nz, Arena Living, Genetic Technologies (Pioneer Brand), Dilmah	0.9		0.9	17
5	5	Universal McCann	Coca-Cola, Menulog	0.2		0.2	1
6	6	MediaCom	Hawaiian Airlines	0.1	Dilmah	0.0	1
7	7	Carat		0.0	Dr Wolff	-0.1	0
						6.2	26

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.