

## **2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

New Zealand / Jan 2020

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	-	Common Ventures	Tarocash	0.3		0.30	1
2	1	DDB	Nestle Project, Google Project	0.1		0.11	2
3	5	Wunderman Thompson	FMCG Client	0.0		0.02	2
						0.4	5



## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

New Zealand / Jan 2020

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	6	MediaCom	Hasbro	0.0		0.04	1
2	9	Universal McCann	Emirates Airlines	0.0		0.03	1
3	7	Havas Media		0.0	Emirates Airlines	-0.03	0
4	4	OMD		0.0	Hasbro	-0.04	0
						0.0	2

## 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 R0I.