



New Zealand / Feb 2020

1

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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| 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 | MediaCom | Hasbro | 0.0 | | 0.04 | 1 |
| 2 | 3 | OMD | Human Rights Commission Project, Bayley's Real Estate, Enable Fibre Network | 0.1 | Hasbro | 0.02 | 4 |
| 3 | 4 | Havas Media | | 0.0 | Emirates Airlines | -0.03 | 0 |
| 4 | 2 | Universal McCann | Emirates Airlines | 0.0 | Johnson & Johnson | -0.73 | 1 |
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| | | | | | | -0.7 | 6 |

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.