



2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	1	DDB	Nestle Project , Google Project, The Warehouse Project	0.4		0.41	3
2	2	Common Ventures	Tarocash	0.3		0.30	1
3	12	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1
4	7	BC&F Dentsu	Transportation Client	0.0		0.02	1
5	3	Wunderman Thompson	FMCG Client	0.0		0.02	2
						0.8	8

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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