



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 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	2	OMD	Human Rights Commission Project, Bayley's Real Estate, Enable Fibre Network	0.3	Hasbro	0.30	7
2	5	PHD	Comvita Project	0.0		0.01	1
3	10	Havas Media		0.0	Emirates Airlines	-0.03	0
4	3	Mindshare	Auckland Museum Project	0.0	University of Auckland	-0.05	1
5	1	MediaCom	Hasbro, University of Auckland	0.1	Beds R Us	(0.14)	2
6	11	Universal McCann	Emirates Airlines	0.0	Johnson & Johnson	(0.73)	1
						-0.6	12

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.