

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 2020 =	
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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 Sm)	No.of Wins
1	1	DDB	Foodstuffs Project, Nestle Project, Google Project, The Warehouse Project	1.2		1.21	5
2	2	Common Ventures	Tarocash	0.3		0.30	1
3	3	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1
4	4	BC&F Dentsu	Transportation Client	0.0		0.02	1
5	5	Wunderman Thompson	FMCG Client	0.0		0.02	2
					2020(Jan-May)	1.6	10
					2019(Jan-May)	1.9	19

YoY Comparison: -18.7%



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 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	OMD	Human Rights Commission Project, Bayley's Real Estate, Enable Fibre Network	0.3	Hasbro	0.30	7
2	2	PHD	Spotlight, Comvita Project	0.1		0.12	3
3	3	Havas Media		0.0	Emirates Airlines	-0.03	0
4	4	Mindshare	Auckland Museum Project	0.0	University of Auckland	-0.05	1
5	5	MediaCom	Hasbro, University of Auckland	0.1		-0.14	2
6	6	Universal McCann	Emirates Airlines	0.0	Johnson & Johnson	-0.73	1

(0.5) 14	2020(Jan-May)	
6.2 26	2019(Jan-May)	
-108.5% -46.2%	YoY Comparison:	
1.1 24	2020 Creative & Media (Jan-May)	

2020 Creative & Media (Jan-May)	1.1	24
2019 Creative & Media (Jan-May)	8.1	45
YoY Comparison:	-87.0%	-46.7%

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.