



## 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	
						2020(Jan-May)	(0.5)	14
						2019(Jan-May)	6.2	26
						YoY Comparison:	-108.5%	-46.2%
						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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.