

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / June 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	Goodman Fielder Project, Foodstuffs Project, Nestle Project	1.6		1.59	7
2	8	Special Group	Auckland Art Gallery, Tourism NZ Domestic, Contact Energy	0.8		0.84	12
3	2	Common Ventures	Tarocash	0.3		0.30	1
4	4	BC&F Dentsu	Transportation Client	0.1		0.05	5
5	3	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1
6	5	Wunderman Thompson	FMCG Client	0.0		0.02	2
						2020(Jan-Jun)	3.0 30
						2019(Jan-Jun)	2.1 19
						YoY Comparison:	39.7% 57.9%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / June 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	American Airlines Project, Human Rights Commission Project	0.3	Hasbro	0.31	8
2	2	PHD	Spotlight, Comvita Project, Master Pet	0.1		0.12	4
3	3	Carat	Luxury Brand	0.1		0.09	3
4	4	Havas Media		0.0	Emirates Airlines	-0.03	0
5	5	Mindshare	Auckland Museum Project	0.0	University of Auckland	-0.05	1
6	6	MediaCom	Hasbro, University of Auckland	0.1		-0.14	2
7	7	Universal McCann	Emirates Airlines	0.0	Johnson & Johnson	-0.73	1

2020(Jan-Jun)	(0.4)	20
2019(Jan-Jun)	6.2	26
YoY Comparison:	-106.9%	-23.1%

2020 Creative & Media (Jan-Jun)	2.5	50
2019 Creative & Media (Jan-Jun)	8.3	45
YoY Comparison:	-69.4%	11.1%

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.