

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Aug 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	Tamaki Health - Bettr Project, L'oreal Project	1.6		1.63	9	
2	2	Special Group	OPTUS Australia, Rokit Apples Global, Auckland Art Gallery, Tourism NZ Domestic	1.3		1.29	14	
3	3	Common Ventures	Tarocash	0.3		0.30	1	
4	8	VMLY&R	Zespri	0.3		0.27	1	
5	4	Polkadot Communications	Isagenix	0.3		0.25	2	
6	5	BC&F Dentsu	Transportation Client	0.1		0.05	5	
7	6	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1	
8	7	Wunderman Thompson	FMCG Client	0.0		0.02	2	
9	9	Colenso BBDO		0.0		-0.07	0	
						2020(Jan-Aug)	3.8	35
						2019(Jan-Aug)	4.1	29
						YoY Comparison:	-8.4%	20.7%

