

## **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, Rockit 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%



## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

New Zealand / Aug 2020

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE	No.of Wins
Month	Month			(USD \$ m)		(USD \$m)	Willis
1	1	PHD	Foodstuffs, Novo Nordisk Project, Spotlight, Master Pet	1.2		1.19	8
2	2	OMD	American Airlines Project, Human Rights Commission Project	0.3	Hasbro	0.31	8
3	6	MediaCom	Hasbro, University of Auckland, Lion New Zealand	0.5		0.26	3
4	3	Carat	Luxury Brand	0.1		0.09	3
5	4	Havas Media		0.0	Emirates Airlines	-0.03	0
6	5	Mindshare	Auckland Museum Project	0.0	University of Auckland	-0.05	1
7	7	Universal McCann	Emirates Airlines	0.0	Johnson & Johnson	-0.73	1
					2020(Jan-Aug)	1.0	24
					2019(Jan-Aug)	6.5	33
					YoY Comparison:	-84.0%	-27.3%
					2020 Creative & Media (Jan-Aug)	4.8	59
					2019 Creative & Media (Jan-Aug)	10.6	62
					YoY Comparison:	-54.8%	-4.8%

## **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 R0I.