

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / July 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	Auckland Art Gallery, Tourism NZ Domestic, Contact Energy	0.8		0.84	12
3	3	Common Ventures	Tarocash	0.3		0.30	1
4	-	Polkadot Communications	Isagenix	0.3		0.25	2
5	4	BC&F Dentsu	Transportation Client	0.1		0.05	5
6	5	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1
7	6	Wunderman Thompson	FMCG Client	0.0		0.02	2
8	7	VMLY&R		0.0		-0.03	0
9	8	Colenso BBDO		0.0		-0.07	0

2020(Jan-Jun)	3.0	32
2019(Jan-Jun)	3.0	22
YoY Comparison:	-0.4%	45.5%

