

## **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%

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## **2020 MEDIA 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	2	PHD	Foodstuffs, Novo Nordisk Project, Spotlight, Master Pet	1.2		1.19	8
2	1	OMD	American Airlines Project, Human Rights Commission Project	0.3	Hasbro	0.31	8
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)	0.6	23
					2019(Jan-Jun)	6.2	26
					YoY Comparison:	-89.7%	-11.5%
					2020 Creative & Media (Jan-Jun)	3.6	55
					2019 Creative & Media (Jan-Jun)	9.2	48
					YoY Comparison:	-60.3%	14.6%

## **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.

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