

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Sep 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 | 30 Seconds Ltd Project, Zuru New Zealand Project, Tamaki Health - Bettr Project | 1.7 | | 1.65 | 11 | |
| 2 | 2 | Special Group | OPTUS Australia Project, 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 | 4 | VMLY&R | Zespri | 0.3 | | 0.27 | 1 | |
| 5 | 5 | Polkadot Communications | Isagenix | 0.3 | | 0.25 | 2 | |
| 6 | 6 | BC&F Dentsu | Transportation Client | 0.2 | | 0.20 | 8 | |
| 7 | - | Isobar | Farro Fresh Food Limited Project, NZ Story Project | 0.1 | | 0.10 | 4 | |
| 8 | 7 | Saatchi & Saatchi | Ministry of Justice Project | 0.0 | | 0.02 | 1 | |
| 9 | 8 | Wunderman Thompson | FMCG Client | 0.0 | | 0.02 | 2 | |
| 10 | 9 | Colenso BBDO | | 0.0 | | (0.07) | 0 | |
| | | | | | | 2020(Jan-Sep) | 4.0 | 44 |
| | | | | | | 2019(Jan-Sep) | 5.0 | 47 |
| | | | | | | YoY Comparison: | -20.0% | -6.4% |



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Sep 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 | 4 | Carat | Luxury Brand | 1.5 | | 1.47 | 6 | |
| 2 | 1 | PHD | Makita Project, Foodstuffs, Novo Nordisk Project, Spotlight, Master Pet | 1.2 | | 1.19 | 9 | |
| 3 | 2 | OMD | American Airlines Project, Human Rights Commission Project | 0.3 | Hasbro | 0.31 | 8 | |
| 4 | 3 | MediaCom | Hasbro, University of Auckland, Lion New Zealand | 0.5 | | 0.26 | 3 | |
| 5 | 5 | Havas Media | | 0.0 | Emirates Airlines | -0.03 | 0 | |
| 6 | 6 | 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 | |
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| | | | | | | 2020(Jan-Sep) | 2.4 | 28 |
| | | | | | | 2019(Jan-Sep) | 6.5 | 40 |
| | | | | | | YoY Comparison: | -62.7% | -30.0% |
| | | | | | | | | |
| | | | | | | 2020 Creative & Media (Jan-Sep) | 6.4 | 72 |
| | | | | | | 2019 Creative & Media (Jan-Sep) | 11.5 | 87 |
| | | | | | | YoY Comparison: | -44.1% | -17.2% |

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.