

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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	Farmlands Project, Seasonz Travel Project, 30 Seconds Ltd Project	2.0		1.96	13
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	7	Isobar	Farro Fresh Food Limited Project, NZ Story Project	0.1		0.10	4
8	8	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1
9	9	Wunderman Thompson	FMCG Client	0.0		0.02	2
10	10	Colenso BBDO		0.0		-0.07	0

2020(Jan-Oct)	4.3	46
2019(Jan-Oct)	5.3	49
YoY Comparison:	-18.9%	-6.1%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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	Carat	Luxury Brand	1.5		1.47	6
2	2	PHD	Makita Project, Foodstuffs, Novo Nordisk Project, Spotlight, Master Pet	1.2		1.22	12
3	3	OMD	Gourmet Direct, American Airlines Project, Human Rights Commission Project	0.3	Hasbro	0.31	9
4	4	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

2020 (Jan-Oct)	2.5	32
2019 (Jan-Oct)	6.5	43
YoY Comparison:	-62.3%	-25.6%

2020 Creative & Media (Jan-Oct)	6.8	78
2019 Creative & Media (Jan-Oct)	11.9	92
YoY Comparison:	-42.8%	-15.2%

#### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.