2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Nov 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
2	1	DDB	Makita Project, Farmlands Project, Seasonz Travel Project, 30 Seconds Ltd Project	2.0		1.97	14
3	2	Special Group	OPTUS Australia Project, Rockit Apples Global, Auckland Art Gallery, Tourism NZ Domestic	1.3		1.29	14
1	-	FCB	Heinz Wattie's, Waka Kotahi Project	0.4		0.35	2
4	3	Common Ventures	Tarocash	0.3		0.30	1
5	4	VMLY&R	Zespri	0.3		0.27	1
6	5	Polkadot Communications	Isagenix	0.3		0.25	2
7	6	BC&F Dentsu	Transportation Client	0.2		0.20	8
8	7	Isobar	Farro Fresh Food Limited Project, NZ Story Project	0.1		0.10	4
9	8	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1
10	9	Wunderman Thompson	FMCG Client	0.0		0.02	2
11	10	Colenso BBDO		0.0		-0.07	0

2020(Jan-Nov)	4.7	49
2019(Jan-Nov)	5.6	55
YoY Comparison:	-16.3%	-10.9%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Nov 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	-	Starcom	Public Trust	0.0	Kraft Heinz	-0.07	1
8	7	Universal McCann	Emirates Airlines	0.0	Johnson & Johnson	-0.73	1

2020(Jan-Nov)	2.4	33
2019(Jan-Nov)	8.0	45
YoY Comparison:	-70.1%	-26.7%

2020 Creative & Media (Jan-Nov)	7.1	82
2019 Creative & Media (Jan-Nov)	13.6	100
YoY Comparison:	-47.9%	-18.0%