R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Dec 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	Makita Project, Farmlands Project, Seasonz Travel Project, 30 Seconds Ltd Project	2.0		2.01	15
2	2	Special Group	OPTUS Australia Project, Rockit Apples Global, Auckland Art Gallery, Tourism NZ Domestic	1.3		1.29	14
3	3	FCB	Heinz Wattie's, Waka Kotahi Project	0.4		0.35	2
4	4	Common Ventures	Tarocash	0.3		0.30	1
5	5	VMLY&R	Zespri	0.3		0.27	1
6	6	Polkadot Communications	Isagenix	0.3		0.25	2
7	7	BC&F Dentsu	Transportation Client	0.2		0.24	9
8	8	Isobar	Farro Fresh Food Limited Project, NZ Story Project	0.1		0.10	4
9	9	Saatchi & Saatchi	Ministry of Justice Project	0.0		0.02	1
10	10	Wunderman Thompson	FMCG Client	0.0		0.02	2
11	11	Colenso BBDO		0.0		-0.07	0

2020(Jan-Dec)	4.8	51
2019(Jan-Dec)	5.7	60
YoY Comparison:	-15.9%	-15.0%

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

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

2020(Jan-Dec)	2.4	34
2019(Jan-Dec)	8.0	46
YoY Comparison:	-70.1%	-26.1%

2020 Creative & Media (Jan-Dec)	7.2	85
2019 Creative & Media (Jan-Dec)	13.7	106
YoY Comparison:	-47.6%	-19.8%

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.