R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 2021

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	3	FCB	Manufacturing Services Brand	0.5		0.50	1
2	1	DDB	New Balance Project, Academy of Periodontists Project, YMCA North	0.1		0.12	3
					2021 (Jan-Feb):	0.6	4
					2020 (Jan-Feb):	0.7	6
					YoY Comparison:	-15.0%	-33.3%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 2021

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	PHD	Bunnings Project, TikTok Project	0.1		0.12	2
2	2	OMD	Get Wellington Moving Project	0.0		0.01	1

2021 (Jan-Feb):	0.1	3
2020 (Jan-Feb):	(0.7)	6
YoY Comparison:	-	-50.0%

2021 Creative & Media ((Jan-Feb))	0.7	7
2020 Creative & Media ((Jan-Feb))	0.0	12
YoY Comparison:	2440.7%	-41.7%

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.