



New Zealand / Jan 2021

[illegible]

2021 Jan:	0.0	0
2020 Jan:	0.4	5
YoY Comparison:	-100.0%	-100.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 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	2	PHD	Bunnings Project, TikTok Project	0.1		0.12	2
2	3	OMD	Get Wellington Moving Project	0.0		0.01	1

2021 Jan:	0.1	3
2020 Jan:	0.0	2
YoY Comparison:	-	50.0%

2021 Creative & Media (Jan)	0.1	3
2020 Creative & Media (Jan)	0.4	7
YoY Comparison:	-69.8%	-57.1%

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.