R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	Special Group	Kiwibank, Standard Issue Global	0.5		0.52	2
2	1	FCB	Manufacturing Services Brand	0.5		0.50	1
3	7	Dentsu	IT Client	0.4		0.40	2
4	2	DDB	New Balance Project, Academy of Periodontists Project, YMCA North	0.2		0.16	4
					2021 (Jan-Mar):	1.6	9
					2020 (Jan-Mar):	0.8	8
					YoY Comparison:	103.3%	12.5%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	5	Havas Media	Ola Group	0.2		0.17	1
2	-	Pivotus	Snap Fitness	0.1		0.13	1
3	1	PHD	Bunnings Project, TikTok Project	0.1		0.12	2
4	3	Carat	IT Client	0.0		0.04	1
5	2	OMD	Get Wellington Moving Project	0.0		0.01	1

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

2021 Creative & Media ((Jan-Mar))	1.7	12
2020 Creative & Media ((Jan-Mar))	0.1	14
YoY Comparison:	2131.8%	-14.3%

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.