R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 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	Special Group	Kiwibank, Standard Issue Global, ANZ Bank	2.5		2.52	3
2	2	FCB	Manufacturing Services Brand	0.5		0.50	1
3	3	BC&F Dentsu	IT Client	0.4		0.40	2
4	4	DDB	Nura Operations Project, Med Enterprises Project	0.2		0.24	6
					2021 (Jan-Apr):	3.7	12
					2020 (Jan-Apr):	0.8	8
					YoY Comparison:	372.0%	50.0%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 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	PHD	Health Science Group, Bunnings Project, TikTok Project	0.2		0.21	4
2	1	Havas Media	Ola Group	0.2		0.17	1
3	2	Pivotus	Snap Fitness	0.1		0.13	1
4	-	H&S	Icebreaker	0.1		0.11	1
5	4	Carat	IT Client	0.0		0.04	1
6	5	OMD	Get Wellington Moving Project	0.0		0.01	1

2021 (Jan-Apr):	0.6	9
2020 (Jan-Apr):	(0.6)	12
YoY Comparison:	-	-25.0%

2021 Creative & Media ((Jan-Apr))	4.3	21
2020 Creative & Media ((Jan-Apr))	0.1	20
YoY Comparison:	2842.6%	5.0%

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.