

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 2021
------------------------

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	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
5	9	Saatchi & Saatchi	Alcohol Client	0.0		0.05	1
					2021 (Jan-Mav):	3.7	13

2021 (Jan-May):	3.7	13
2020 (Jan-May):	1.6	10
YoY Comparison:	135.5%	30.0%



## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

## New Zealand / May 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	Carat	General Motors Specialty Vehicles	0.3		0.29	2
2	1	PHD	Health Science Group, Bunnings Project, TikTok Project	0.2		0.21	4
3	2	Havas Media	Ola Group	0.2		0.17	1
4	6	OMD	Canva, Meadow Mushrooms, Get Wellington Moving Project	0.2	Cigna	0.15	3
5	3	Pivotus	Snap Fitness	0.1		0.13	1
6	4	H&S	lcebreaker	0.1		0.11	1
7	-	Initiative	Cigna	0.1		0.10	1
8	-	Spark Foundry	Ineos Grenadier	0.1		0.05	1
9	-	Wavemaker	OLA	0.0		0.03	1

2021 (Jan-May):	1.2	15
2020 (Jan-May):	(0.5)	14
YoY Comparison:		7.1%

2021 Creative & Media ((Jan- May))	4.9	28
2020 Creative & Media ((Jan- May))	1.1	24
YoY Comparison:	367.5%	16.7%

## 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 R0I.