

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jun 2021

-20.0%

YoY Comparison:

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 Latitude Finance (GE Money)	2.5		2.52	3
2	4	DDB	Project, NZ Transport Agency (light	1.0		0.97	12
3	2	FCB	Manufacturing Services Brand	0.5		0.50	1
4	3	BC&F Dentsu	IT Client	0.4		0.40	2
5	5	Saatchi & Saatchi	NIB Project, Alcohol Client	0.2		0.18	3
6	9	lsobar	Villa Maria Estate	0.1		0.08	3
					2021 (Jan-Jun):	4.6	24
					2020 (Jan-Jun):	3.0	30



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jun 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	Carat	General Motors Specialty Vehicles	0.6		0.57	3
2	2	PHD	Health Science Group, Bunnings Project, TikTok Project	0.2		0.21	4
3	3	Havas Media	Ola Group	0.2		0.17	1
4	4	OMD	Canva, Meadow Mushrooms, Get Wellington Moving Project	0.2	Cigna	0.15	3
5	5	Pivotus	Snap Fitness	0.1		0.13	1
6	6	H&S	lcebreaker	0.1		0.11	1
7	7	Initiative	Cigna	0.1		0.10	1
8	8	Spark Foundry	Ineos Grenadier	0.1		0.05	1
9	9	Wavemaker	OLA	0.0		0.03	1

2021 (Jan-Jun):	1.2	16
2020 (Jan-Jun):	(0.4)	20
YoY Comparison:		-20.0%

2021 Creative & Media ((Jan- Jun))	5.9	40
2020 Creative & Media ((Jan- Jun))	2.5	50
YoY Comparison:	131.1%	-20.0%

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 R0I.