

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jul 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	DDB	Bendon Project, Sealord Project, Park Hyatt Auckland Project	1.4		1.42	16
3	5	Saatchi & Saatchi	NIB Project, Alcohol Client	1.3		1.26	4
4	3	FCB	Manufacturing Services Brand	0.5		0.50	1
5	4	BC&F Dentsu	IT Client	0.4		0.40	2
6	6	Isobar	Villa Maria Estate	0.1		0.08	3
					2021 (Jan-Jul):	6.2	29
					2020 (Jan-Jul):	3.0	32
					YoY Comparison:	105.1%	-9.4%

1



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jul 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	9	Wavemaker	OLA	0.1		0.13	2
6	5	Pivotus	Snap Fitness	0.1		0.13	1
7	6	H&S	lcebreaker	0.1		0.11	1
8	7	Initiative	Cigna	0.1		0.10	1
9	8	Spark Foundry	Ineos Grenadier	0.1		0.05	1
					2021 (Jan-Jul):	1.3	17
					2020 (Jan-Jul):	0.6	23
					YoY Comparison:	106.7%	-26.1%
					2021 Creative & Media ((Jan- Jul))	7.5	46
					2020 Creative & Media ((Jan- Jul))	3.6	55
					YoY Comparison:	105.4%	-16.4%

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.

2