

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Aug 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	3	Saatchi & Saatchi	NIB Project, Alcohol Client	2.0		1.98	5
3	2	DDB	ESPN Project, Bendon Project, Sealord Project, Park Hyatt Auckland Project	1.5		1.45	17
4	4	FCB	Manufacturing Services Brand	0.5		0.50	1
5	5	BC&F Dentsu	IT Client	0.4		0.40	2
6	6	Isobar	Villa Maria Estate	0.1		0.08	3
7	-	AnalogFolk	Afterpay	0.0		0.02	1
2021 (Jan-Aug):						6.9	32
2020 (Jan-Aug):						3.8	35
YoY Comparison:						84.7%	-8.6%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Aug 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	2	PHD	Unilever, Lotto NZ, Energy Online	1.8		1.77	9
2	1	Carat	General Motors Specialty Vehicles	0.6		0.57	3
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	Wavemaker	OLA	0.1		0.13	2
6	6	Pivotus	Snap Fitness	0.1		0.13	1
7	7	H&S	Icebreaker	0.1		0.11	1
8	8	Initiative	Cigna	0.1		0.10	1
9	9	Spark Foundry	Ineos Grenadier	0.1		0.05	1

2021 (Jan-Aug):	2.9	22
2020 (Jan-Aug):	1.0	24
YoY Comparison:	177.5%	-8.3%

2021 Creative & Media ((Jan-Aug))	9.8	54
2020 Creative & Media ((Jan-Aug))	4.8	59
YoY Comparison:	104.8%	-8.5%

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.