



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Sep 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	PHD	Unilever, Lotto NZ, Energy Online	1.8		1.77	9
2	2	Carat	General Motors Specialty Vehicles	0.7		0.75	6
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-Sep):	3.1 26
						2020 (Jan-Sep):	2.4 28
						YoY Comparison:	28.2% -7.1%
						2021 Creative & Media ((Jan-Sep))	12.9 66
						2020 Creative & Media ((Jan-Sep))	6.4 72
						YoY Comparison:	100.6% -8.3%

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.