



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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	DDB	Management Association of the Philippines (MAP) Project	1.8		1.78	17	
2	2	Ogilvy	Investree, Sunpride Foods, Inc. Project, Horizon Manila Project	1.6		1.56	30	
3	3	BBDO	Finance Company	0.4		0.39	6	
4	5	Publicis	Finance Company	0.4		0.36	10	
5	4	McCann WorldGroup	Trend Micro (PH) Project, Red Fiber Broadband Project	0.2		0.21	4	
6	6	VMLY&R	FMCG Company	0.2		0.17	1	
7	7	Leo Burnett	FMCG Company	0.0		0.02	3	
						2021 (Jan-Oct):	9.8	40
						2020 (Jan-Oct):	4.0	44
						YoY Comparison:	144.2%	-9.1%

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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	Chanel, Unilever, Lotto NZ, Energy Online	1.8		1.79	10
2	2	Carat	General Motors Specialty Vehicles	0.7		0.75	6
3	5	Wavemaker	OLA	0.4		0.38	3
4	3	Havas Media	Ola Group	0.2		0.17	1
5	4	OMD	Ministry of Social Development Project, Canva, Meadow Mushroom	0.3	Cigna	0.15	4
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-Oct):	3.1 26
						2020 (Jan-Oct):	2.4 28
						YoY Comparison:	28.2% -7.1%
						2021 Creative & Media ((Jan-Oct))	12.9 66
						2020 Creative & Media ((Jan-Oct))	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.