

## **2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

New Zealand / Dec 2021

| RANK THIS<br>MONTH | RANK LAST<br>MONTH | AGENCY            | RECENT WINS   | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES   | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of<br>Wins |
|--------------------|--------------------|-------------------|---|--------------------------------------|-----------------|---|---------------|
| 1                  | 1                  | Saatchi & Saatchi | NIB Project, Alcohol Client   | 4.3                                  |                 | 4.34                                    | 7             |
| 2                  | 2                  | Special Group     | Wimp to Warrior, Interislander Ferry,<br>Kiwibank, Standard Issue Global,<br>ANZ Bank   | 3.4                                  |                 | 3.38                                    | 8             |
| 3                  | 3                  | DDB               | Ministry of Justice Project, Tourism<br>New Zealand, Healthia, Danone<br>Project, Dole Project, ESPN Project,<br>Bendon Project | 2.2                                  |                 | 2.17                                    | 22            |
| 4                  | 4                  | Isobar            | Villa Maria Estate  | 0.5                                  |                 | 0.52                                    | 8             |
| 5                  | 5                  | FCB               | Manufacturing Services Brand  | 0.5                                  |                 | 0.50                                    | 1             |
| 6                  | 6                  | BC&F Dentsu       | IT Client   | 0.5                                  |                 | 0.49                                    | 4             |
| 7                  | 7                  | Colenso BBDO      | Swisse Wellness   | 0.1                                  |                 | 0.10                                    | 1             |
| 8                  | 8                  | AnalogFolk        | Afterpay  | 0.0                                  |                 | 0.02                                    | 1             |
|                    |                    |                   |   |                                      |                 |   |               |
|                    |                    |                   |   |                                      |                 |   |               |
|                    |                    |                   |   |                                      |                 |   |               |
|                    |                    |                   |   |                                      |                 |   |               |
|                    |                    |                   |   |                                      | 2021 (Jan-Dec): | 11.5                                    | 52            |
|                    |                    |                   |   |                                      | 2020 (Jan-Dec): | 4.8                                     | 51            |

YoY Comparison:



## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

New Zealand / Dec 2021

| RANK THIS<br>MONTH | RANK LAST<br>MONTH | AGENCY        | RECENT WINS   | ESTIMATED YTD<br>WIN REVENUE<br>(USD \$ m) | RECENT LOSSES                      | ESTIMATED OVERALL YTD REVENUE (USD Sm) | No.of<br>Wins |
|--------------------|--------------------|---------------|---|--|------------------------------------|--|---------------|
| 1                  | 1                  | PHD           | Chanel, Unilever, Lotto NZ, Energy<br>Online                          | 1.9  |                                    | 1.91                                   | 12            |
| 2                  | 2                  | Carat         | General Motors Specialty Vehicles                                     | 0.7  |                                    | 0.75                                   | 6             |
| 3                  | 3                  | Wavemaker     | Colgate-Palmolive, OLA  | 0.5  |                                    | 0.51                                   | 4             |
| 4                  | 4                  | Havas Media   | Ola Group   | 0.2  |                                    | 0.17                                   | 1             |
| 5                  | 5                  | OMD           | Ministry of Social Development<br>Project, Canva, Meadow<br>Mushrooms | 0.3  | Cigna                              | 0.15                                   | 4             |
| 6                  | 9                  | Spark Foundry | Ineos Grenadier   | 0.2  |                                    | 0.15                                   | 2             |
| 7                  | 6                  | Pivotus       | Snap Fitness  | 0.1  |                                    | 0.13                                   | 1             |
| 8                  | 7                  | H&S           | lcebreaker  | 0.1  |                                    | 0.11                                   | 1             |
| 9                  | 8                  | Initiative    | Cigna   | 0.1  |                                    | 0.10                                   | 1             |
|                    |                    |               |   |  |                                    |  |               |
|                    |                    |               |   |  |                                    |  |               |
|                    |                    |               |   |  | 2021 (Jan-Dec):                    | 3.6                                    | 32            |
|                    |                    |               |   |  | 2020 (Jan-Dec):                    | 3.7                                    | 33            |
|                    |                    |               |   |  | YoY Comparison:                    | -2.7%                                  | -3.0%         |
|                    |                    |               |   |  | 2021 Creative & Media ((Jan-       | 45.4                                   | 24            |
|                    |                    |               |   |  | Dec)) 2020 Creative & Media ((Jan- | 15.1                                   | 84            |
|                    |                    |               |   |  | Dec))                              | 8.5                                    | 84            |
|                    |                    |               |   |  | YoY Comparison:                    | 78.1%                                  | 0.0%          |

## **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.

2