



New Zealand / Jan 2022

2022(Jan)	0.3	1
2021(Jan)	0.0	0
YoY Comparison:	-	-

## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jan 2022

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	5	OMD	Te Pukenga, Nick Scali Furniture Buying, NZ Customs	0.5		0.50	3
2	-	IPG Team Dynamic	BMW, Mini	0.1		0.05	1
3	-	DRUM	ANZ Projects, James Hardie Projects, Bunnings Projects	0.0		0.04	7

2022(Jan)	0.5	11
2021(Jan)	0.1	3
YoY Comparison:	250.7%	266.7%

2022 Creative & Media (Jan)	0.8	12
2021 Creative & Media (Jan)	0.1	3
YoY Comparison:	482.4%	300.0%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.