



## 2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	7	BC&F Dentsu	Retail Client	0.7		0.71	14
2	1	VMLY&R	Finance Client	0.3		0.30	1
3	2	DDB	IT Client	0.3		0.30	2

2022(Jan-Mar)	1.3	17
2021(Jan-Mar)	1.6	9
YoY Comparison:	-17.0%	88.9%

## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Mar 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	1	OMD	Te Pukenga, Nick Scali Furniture Buying, NZ Customs	0.9		0.95	6
2	2	IPG Team Dynamic	BMW, Mini	0.1		0.05	1
3	3	DRUM	ANZ Projects, James Hardie Projects, Bunnings Projects	0.0		0.04	7

2022(Jan-Mar)	1.0	15
2021(Jan-Mar)	0.1	3
YoY Comparison:	654.2%	400.0%

2022 Creative & Media (Jan-Mar)	2.3	32
2021 Creative & Media (Jan-Mar)	1.7	12
YoY Comparison:	33.9%	166.7%

### 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.