





# 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Apr 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               | -               | Hearts & Science | Oceania Healthcare, Cascade, Brolly Sheets             | 0.1                                  |               | 0.12                                    | 3          |
| 3               | 2               | IPG Team Dynamic | BMW, Mini  | 0.1                                  |               | 0.05                                    | 1          |
| 4               | 3               | DRUM             | ANZ Projects, James Hardie Projects, Bunnings Projects | 0.0                                  |               | 0.04                                    | 7          |
| 5               | 4               | PHD              | FMCG Client  | 0.0                                  |               | 0.02                                    | 1          |
|                 |                 |                  |  |                                      |               |   |            |
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|                 |       |        |
|-----------------|-------|--------|
| 2022(Jan-Apr)   | 1.1   | 19     |
| 2021(Jan-Apr)   | 0.6   | 9      |
| YoY Comparison: | 71.5% | 111.1% |

|                                 |        |       |
|---------------------------------|--------|-------|
| 2022 Creative & Media (Jan-Apr) | 2.4    | 36    |
| 2021 Creative & Media (Jan-Apr) | 4.3    | 21    |
| YoY Comparison:                 | -43.9% | 71.4% |

**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 Agency ROI.