

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 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	BC&F Dentsu	Retail Client	0.7		0.71	14
2	2	VMLY&R	Finance Client	0.3		0.30	1
3	3	DDB	IT Client	0.3		0.30	2
					2022(Jan-May)	1.3	17
					2021(Jan-May)	3.7	13
					YoY Comparison:	-64.7%	30.8%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 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	16	Wavemaker	Danone, Kami (kamiapp.com)	0.3		0.19	2
3	2	Hearts & Science	Oceania Healthcare, Cascade, Brolly Sheets	0.1		0.12	3
4	3	IPG Team Dynamic	BMW, Mini	0.1		0.05	1
5	4	DRUM	ANZ Projects, James Hardie Projects, Bunnings Projects	0.0		0.04	7
6	5	PHD	FMCG Client	0.0		0.02	1

2022(Jan-May) 1.4	20
2021(Jan-May) 1.2	15
YoY Comparison	12.3%	33.3%
2022 Creative & Media (Jan May	27	37
2021 Creative & Media (Jan May	A 9	28
YoY Comparison	-45.8%	32.1%

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 Apr keting R0I.