



2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jun 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	3	DDB	IT Client	0.4		0.40	3
3	2	VMLY&R	Finance Client	0.3		0.30	1
4	4	Saatchi & Saatchi	ActivePure Technologies	0.3		0.30	1

2022(Jan-Jun)	1.7	19
2021(Jan-Jun)	4.6	24
YoY Comparison:	-63.2%	-20.8%



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jun 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	-	MBM	My Food Bag, Waka Kotahi New Zealand	0.5		0.50	2	
3	2	Wavemaker	Danone, Kami (kamiapp.com)	0.3		0.19	2	
4	3	Hearts & Science	Oceania Healthcare, Cascade, Brolly Sheets	0.1		0.12	3	
5	4	IPG Team Dynamic	BMW, Mini	0.1		0.05	1	
6	5	DRUM	ANZ Projects, James Hardie Projects, Bunnings Projects	0.0		0.04	7	
7	6	PHD	FMCG Client	0.0		0.03	2	
8		Rocket	Daimler	0.0		0.02	1	
						2022(Jan-Jun)	1.9	24
						2021(Jan-Jun)	1.2	16
						YoY Comparison:	55.2%	50.0%
						2022 Creative & Media (Jan-Jun)	3.6	43
						2021 Creative & Media (Jan-Jun)	5.9	40
						YoY Comparison:	-38.6%	7.5%

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 Advertising ROI.