



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Jul 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	2	MBM	My Food Bag, Waka Kotahi New Zealand	1.1		1.10	5	
2	1	OMD	Te Pukenga, Nick Scali Furniture Buying, NZ Customs	0.9		0.95	6	
3	11	Spark Foundry	Webjet Ltd	0.4		0.40	2	
4	3	Wavemaker	Danone, Kami (kamiapp.com)	0.3		0.19	2	
5	4	Hearts & Science	Oceania Healthcare, Cascade, Brolly Sheets	0.1		0.12	3	
6	5	IPG Team Dynamic	BMW, Mini	0.1		0.05	1	
7	6	DRUM	ANZ Projects, James Hardie Projects, Bunnings Projects	0.0		0.04	7	
8	7	PHD	FMCG Client	0.0		0.03	2	
9	8	Rocket	Daimler	0.0		0.02	1	
						2022(Jan-Jul)	2.9	29
						2021(Jan-Jul)	1.3	17
						YoY Comparison:	119.3%	70.6%
						2022 Creative & Media (Jan-Jul)	7.2	51
						2021 Creative & Media (Jan-Jul)	7.5	46
						YoY Comparison:	-3.9%	10.9%

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 ROI.