

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Aug 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	Saatchi & Saatchi	ActivePure Technologies	2.3		2.30	2
2	2	BC&F Dentsu	Retail Client	0.7		0.71	14
3	3	DDB	IT Client	0.5		0.50	4
4	4	Digitas	Outward Bound Trust Project	0.5		0.50	1
5	5	VMLY&R	Finance Client	0.3		0.30	1
6	6	Special Group	Trade Me, Delegat Wines, Datacom	0.2		0.20	4

2022(Jan-Aug)	4.5	26
2021(Jan-Aug)	6.9	32
YoY Comparison:	-35.1%	-18.8%

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Aug 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	MBM	My Food Bag, Waka Kotahi New Zealand	1.1		1.10	5
2	2	OMD	Te Pukenga, Nick Scali Furniture Buying, NZ Customs	0.9		0.95	6
3	16	Mindshare	Mondelez	0.5		0.45	1
4	3	Spark Foundry	Webjet Ltd	0.4		0.40	2
5	4	Wavemaker	Danone, Kami (kamiapp.com)	0.3		0.19	2
6	5	Hearts & Science	Oceania Healthcare, Cascade, Brolly Sheets	0.1		0.12	3
7	6	IPG Team Dynamic	BMW, Mini	0.1		0.05	1
8		Atomic 212	MINI (Digital Media)	0.1		0.05	1
9	7	DRUM	ANZ Projects, James Hardie Projects, Bunnings Projects	0.0		0.04	7
10	8	PHD	FMCG Client	0.0		0.03	2
11	9	Rocket	Daimler	0.0		0.02	1

2022(Jan-Aug)	3.4	31
2021(Jan-Aug)	2.9	22
YoY Comparison:	17.8%	40.9%

2022 Creative & Media (Jan-Aug)	7.9	57
2021 Creative & Media (Jan-Aug)	9.8	54
YoY Comparison:	-19.6%	5.6%

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.