

CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Y&R	Vodafone, The Mill, Eletricity Authority	3.05	Microsoft CRM	2.95
2	5=	McCann WorldGroup	Microsoft	0.30		0.30
3	2	DDB	Fruco V Project, NZ Lotteries Project, Telecom Gen-i	0.03		0.03
4	3	Ogilvy	AusIndustry	0.03		0.03
5	4	TBWA	Geneva Health PR	0.01		0.01
6=	5=	JWT		0.00		0.00
6=	5=	Saatchi & Saatchi		0.00		0.00
6=	5=	DraftFCB		0.00		0.00
6=	5=	Grey Group		0.00		0.00
6=	5=	Leo Burnett		0.00		0.00
6=	5=	Publicis		0.00		0.00
6=	5=	Havas Worldwide		0.00		0.00
6=	5=	Lowe		0.00		0.00
6=	5=	M&C Saatchi		0.00		0.00
15	15	BBD0		0.00	Fruco V Project	(0.01)

MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand/ April 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	3	OMD	Fiat Chrysler, WorkSafe New Zealand	1.61	McCain Foods	1.03
2	1	MediaCom	Technology Client, Fonterra, Wet and Forget	0.77		0.77
3	4	Carat	Microsoft, Nokia(Social Media), Natural Sugars	0.35		0.35
4	2	PHD	Guthy Renker Australia, OPD	0.26		0.26
5	5	MEC	Whats My Number	0.10		0.10
6=	6=	ZenithOptimedia		0.00		0.00
6=	6=	Starcom MediaVest		0.00		0.00
6=	6=	MPG		0.00		0.00
6=	6=	Mindshare		0.00		0.00
10	10	Universal McCann		0.00	Microsoft	(0.23)

The R3 New Business League has been compiled each of the last 140 months using data supplied by 26 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 marketing ROI for clients across the region.