

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 2015

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	DDB	Panasonic Project, Waitangi Museum Project, Beachside Holiday Park Project	0.57		0.57	14
2	2	Y&R	Government Client	0.30		0.30	1
3=	3=	JWT		0.00		0.00	0
3=	3=	Leo Burnett		0.00		0.00	0
3=	3=	McCann WorldGroup		0.00		0.00	0
3=	3=	TBWA		0.00		0.00	0
3=	3=	Grey Group		0.00		0.00	0
3=	3=	Publicis		0.00		0.00	0
3=	3=	Havas Worldwide		0.00		0.00	0
3=	3=	Lowe		0.00		0.00	0
3=	3=	M&C Saatchi		0.00		0.00	0
3=	3=	Ogilvy		0.00		0.00	0
3=	3=	BBDO		0.00		0.00	0
3=	3=	Saatchi & Saatchi		0.00		0.00	0
15	15	FCB		0.00	Air New Zealand (Loyalty/CRM)	-0.34	0
						0.54	15

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / May 2015

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	PHD	The Loop , Recall, SC Johnson(buying), Unilever(Search)	0.6	Walt Disney	0.50	8
2	1	Vizeum	Panasonic	0.4		0.41	3
3	5	OMD	Amazon's ShopBop	0.3		0.29	6
4	3	Mindshare	Nike	0.3		0.25	1
5	4	Carat	NZ Rugby(digital), Walt Disney, V8 Supercars, King Living	0.2		0.19	5
6	6	MEC	Motor Trade Association	0.1		0.13	1
7=	7=	MediaCom		0.0		0.00	0
7=	7=	Starcom MediaVest		0.0		0.00	0
7=	7=	ZenithOptimedia		0.0		0.00	0
7=	7=	Universal McCann		0.0		0.00	0
7=	7=	Havas Media		0.0		0.00	0
						1.76	24

METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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.

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