

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / July 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	Trinity Hill, Escorial Project, Sky City Project	0.97		0.97	23
2	2	Y&R	Autotrader Project,ACC Project	0.68		0.68	3
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
						1.31	26

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / July 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	3	OMD	Kiwibank, NZ Post, Beaurepaires	1.5	Auto Trader	1.46	9
2	1	PHD	Countdown Foodmarkets, Gold Coast Tourism, Save the Children	1.5	Walt Disney	1.35	12
3	2	Vizeum	Panasonic, Huawei, Universal Studios Home Entertainment	0.5		0.49	6
4	11	MediaCom	Super Liquor, Fletcher Building, Bose Corporation	0.5	Universal Studios Home Entertainment	0.43	3
5	4	Mindshare	Nike	0.3		0.25	1
6	5	Carat	Walt Disney, Big Pipe, Skin Institute Project	0.2		0.24	7
7	6	MEC	Motor Trade Association, Auto Trader, Wellingtonnz.com(digital)	0.2		0.16	3
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
						4.37	41

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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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