

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Aug 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, Ngai Tahu Tourism Project	1.00		1.00	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
						1.34	26

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Aug 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	GSK, ARI Auckland, Countdown Foodmarkets, Gold Coast Tourism	2.2	Walt Disney	2.05	14
2	1	OMD	Kiwibank, NZ Post, Beaurepaires	1.5	Auto Trader	1.46	9
3	3	Vizeum	Panasonic, Huawei, Universal Studios Home Entertainment	0.5		0.49	6
4	4	MediaCom	Super Liquor, Fletcher Building, Bose Corporation	0.5	Universal Studios Home Entertainment	0.38	3
5	5	Mindshare	Nike	0.3		0.25	1
6	6	Carat	Walt Disney, Big Pipe, Skin Institute Project	0.2		0.24	7
7	7	MEC	Motor Trade Association, Auto Trader, Wellingtonnz.com(digital)	0.2		0.16	3
8=	8=	Starcom MediaVest		0.1		0.05	1
8=	8=	ZenithOptimedia		0.0		0.00	0
8=	8=	Universal McCann		0.0		0.00	0
8=	8=	Havas Media		0.0		0.00	0
						5.07	44

### METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

For more details please write to [greg@rthree.com](mailto:greg@rthree.com)