

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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	M2, Midlands Health Project, Trinity Hill, Escorial Project	1.34		1.34	26
2	3=	Leo Burnett	Tower Insurance, Heart Foundation, Tegel Chicken	1.33		1.33	4
3	2	Y&R	Autotrader Project, ACC Project, HPV Project	0.98		0.98	4
4	15	FCB	Volkswagen	1.00	Air New Zealand (Loyalty/CRM)	0.50	1
5-	3=	J Walter Thompson		0.00		0.00	0
5-	3=	McCann WorldGroup		0.00		0.00	0
5-	3=	TBWA		0.00		0.00	0
5-	3=	Grey Group		0.00		0.00	0
5-	3=	Publicis		0.00		0.00	0
5-	3=	Havas Worldwide		0.00		0.00	0
5-	3=	Mullen Lowe		0.00		0.00	0
5-	3=	M&C Saatchi		0.00		0.00	0
5-	3=	Ogilvy		0.00		0.00	0
5-	3=	Saatchi & Saatchi		0.00		0.00	0
5-	3=	BBDO		0.00		-1.70	0
						2.44	35

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Oct 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	PHD	GSK, ARI Auckland, Countdown Foodmarkets, Gold Coast Tourism	2.2	Walt Disney	2.05	14
2	2	OMD	InnoGames, Whakatane District Council, Kiwibank	1.8	Auto Trader	1.81	11
3	3	Vizeum	Panasonic, Huawei, Universal Studios Home Entertainment	0.5		0.49	8
4=	4	Mindshare	Nike, Milford Asset Management	0.5		0.45	2
4=	5	MediaCom	New Zealand Real Estate, Super Liquor, Fletcher Building, Bose Corporation	0.5	Universal Studios Home Entertainment	0.45	4
6	6	Carat	Walt Disney, Big Pipe, Skin Institute Project	0.4		0.44	8
7	9	ZenithOptimedia	Sealink, SPCA, House of Travel	0.3		0.32	3
8	7	MEC	Netflix, Motor Trade Association, Auto Trader, Wellingtonnz.com(digital)	0.2		0.19	4
9	8	Starcom MediaVest	Etihad Airways Partners	0.1		0.05	1
10=	10=	Universal McCann		0.0		0.00	0
10=	10=	Havas Media		0.0		0.00	0
						6.24	55

METHODOLOGY

The R3 New Business League has been compiled each of the last 158 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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