



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Dec 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	Genesis Energy, Foodstuffs Project, Ngai Tahu Project	1.47		1.47	30
2	2	Leo Burnett	Tower Insurance, Heart Foundation, Tegel Chicken	1.33		1.33	4
3	3	Y&R	Autotrader Project, ACC Project, HPV Project	0.98		0.98	4
4	4	FCB	Volkswagen	1.00	Air New Zealand (Loyalty/CRM)	0.50	1
5-	5=	TBWA	AUT, Knauf Project, Philips Lighting Project	0.05		0.05	5
5-	5=	J Walter Thompson		0.00		0.00	0
5-	5=	McCann WorldGroup		0.00		0.00	0
5-	5=	Grey Group		0.00		0.00	0
5-	5=	Publicis		0.00		0.00	0
5-	5=	Havas Worldwide		0.00		0.00	0
5-	5=	Mullen Lowe		0.00		0.00	0
5-	5=	M&C Saatchi		0.00		0.00	0
5-	5=	Ogilvy		0.00		0.00	0
5-	5=	Saatchi & Saatchi		0.00		0.00	0
15	15	BBDO		0.00	Volkswagen	-1.70	0
						2.62	44

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Dec 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	Unilever, GSK, Recall New Zealand, Noel Leeming Group	3.0	Walt Disney	2.90	18
2	2	OMD	Bel Group, Crestclean, Rocky Mountaineer	2.6	Auto Trader	1.91	16
3	3	Mindshare	Kellogg's, Countdown Supermarkets Project, Pringles	1.5		1.50	6
4	10=	Universal McCann	J&J	0.5		0.50	1
5	4	Vizeum	Panasonic, Huawei, Universal Studios Home Entertainment	0.5		0.49	8
6	7	ZenithOptimedia	Bell Tea & Coffee, Sealink, SPCA, House of Travel	0.5		0.47	4
7	6	Carat	Walt Disney, Big Pipe, Skin Institute Project	0.5		0.46	9
8	5	MediaCom	New Zealand Real Estate, Super Liquor, Fletcher Building, Bose Corporation	0.5	Universal Studios Home Entertainment	0.45	4
9	9	Starcom MediaVest	Etihad Airways Partners	0.3		0.30	3
10	8	MEC	Netflix, Motor Trade Association, Auto Trader, Wellingtonnz.com(digital)	0.2		0.09	4
11	10=	Havas Media		0.0		0.00	0
						9.06	73

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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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