

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 2016

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=	DDB	AA Insurance, NZME Project, Kathmandu Project	1.30		1.30	9
2	1=	Y&R	Go Healthy Project, Arnotts Project	0.90		0.90	3
3	1=	FCB	Massey University	0.30		0.30	1
4	3=	Publicis	Postie Plus (ATL)	0.07		0.07	1
5-	3=	Leo Burnett		0.00		0.00	0
5-	3=	TBWA		0.00		0.00	0
5-	3=	J Walter Thompson		0.00		0.00	0
5-	3=	McCann WorldGroup		0.00		0.00	0
5-	3=	Grey Group		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		0.00	0
						2.57	14

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

New Zealand / Feb 2016

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	Hewlett Packard, Mercedes	0.4		0.41	4
2	2	OMD	Sony Pictures	0.6		0.55	2
3	3	Mindshare	CHANEL	0.3		0.25	1
4	5	Zenith		0.2		0.19	2
5	9	MEC	Dominos	0.3		0.18	1
6	4	Vizeum		0.0		0.04	1
7	6	Carat	Dr. Wolff	0.0		0.01	1
8-	7	MediaCom		0.0		0.00	0
8-	8	Starcom		0.0		0.00	0
8-	10	Havas Media		0.0		0.00	0
11	11	Universal McCann		0.0	Sony Pictures	-0.30	0
						1.32	12