

Creative New Business League(New Zealand) – Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1=	DDB	Les Mills, AV Jennings, Stella Artois, Budweiser	0.6		0.6
2	1=	BBDO	Toshiba notebook	0.2		0.2
3=	3=	Saatchi and Saatchi		0.0		0.0
3=	3=	JWT		0.0		0.0
3=	3=	Grey Group		0.0		0.0
3=	3=	Ogilvy		0.0		0.0
3=	3=	TBWA		0.0		0.0
3=	3=	Leo Burnett		0.0		0.0
3=	3=	Lowe		0.0		0.0
3=	3=	Euro RSCG		0.0		0.0
3=	3=	Publicis		0.0		0.0
3=	3=	McCann WorldGroup		0.0		0.0
3=	3=	Y&R		0.0		0.0
3=	3=	M&C Saatchi		0.0		0.0
15	3=	DraftFCB		0.0	Les Mills	(0.3)

Media New Business Scoreboard(New Zealand) –Apr 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Mindshare	Bayer	0.3		0.3
2=	2	Carat	Google, DFS Galleria	0.1		0.1
2=	3=	Universal McCann	Burberry	0.1		0.1
2=	3=	ZenithOptimedia	Watson's	0.1		0.1
5=	3=	PHD		0.0		0.0
5=	3=	MPG		0.0		0.0
5=	3=	MEC		0.0		0.0
5=	3=	MediaCom		0.0		0.0
5=	3=	Starcom MediaVest		0.0		0.0
5=	3=	OMD	NZ 2011	0.0	Watson's	(0.0)

CREATIVE AGENCIES

DDB maintained the first place securing Les Mills and AV Jennings accounts.

MEDIA AGENCIES

Mindshare maintained the first position on the back of previous wins. Carat maintained the second spot snapping Google and DFS Galleria and shared the position with ZenithOptimedia and Universal McCann.

METHODOLOGY

The R3 New Business League has been compiled each of the last 92 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.

