

Creative New Business League(New Zealand) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	TBWA	ANZ Asia Pacific	0.98		0.98
2	4=	Grey Group	Pfizer Viagra, Kingdom of Tonga Tourism	0.35		0.35
3	2	DDB	Planet Fun	0.05		0.05
4	3	JWT	Jenny Craig	0.02		0.02
5=	4=	BBDO		0.00		0.00
5=	4=	Publicis		0.00		0.00
5=	4=	Y&R		0.00		0.00
5=	4=	Euro RSCG		0.00		0.00
5=	4=	Ogilvy		0.00		0.00
5=	4=	Leo Burnett		0.00		0.00
5=	4=	McCann WorldGroup		0.00		0.00
5=	4=	DraftFCB		0.00		0.00
5=	4=	Lowe		0.00		0.00
5=	4=	Saatchi and Saatchi		0.00		0.00
15	4=	M&C Saatchi	Vertu Asia Pacific	0.16	Pfizer Viagra	(0.14)

Media New Business League(New Zealand) –Apr 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	The Warehouse Financial Services, Tony's Tyres, Sony Network Services	0.71		0.71
2	5	Carat	Nissan, Bluebird	0.23		0.23
3	4	MEC	Cigna Life Insurance, NZ Govt/Stronger Canterbury Earthquake Response	0.22		0.22
4	2	PHD	TAB, Daikin	0.16		0.16
5	3	ZenithOptimedia	Motorcorp	0.12		0.12
6	6=	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
7=	6=	Mindshare		0.00		0.00
7=	6=	Universal McCann		0.00		0.00
7=	6=	MediaCom		0.00		0.00
7=	6=	Starcom MediaVest		0.00		0.00

CREATIVE AGENCIES

TBWA maintained top spot on the back of strong ANZ win. Grey jumped to second, securing Pfizer Viagra and Kingdom of Tonga Tourism. DDB and JWT made up the rest of the top four.

MEDIA AGENCIES

OMD maintained on top spot. Carat was fastest mover this month on the back of Nissan and Bluebird wins. MEC and PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 104 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.

