

Creative New Business League(New Zealand) –August 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	Beam Global, Coca-Cola Amatil, Paymark	1.13		1.13
2	2	DDB	Lion Nathan, Yellow Pages, Planet Fun	0.70		0.70
3	3	Grey Group	Pfizer Viagra, Kingdom of Tonga Tourism	0.35		0.35
4	4	JWT	Jenny Craig	0.05		0.05
5=	5=	Publicis		0.00		0.00
5=	5=	Y&R		0.00		0.00
5=	5=	Euro RSCG		0.00		0.00
5	5	Leo Burnett		0.00		0.00
5=	5=	McCann WorldGroup		0.00		0.00
5=	5=	DraftFCB		0.00		0.00
5=	5=	Lowe		0.00		0.00
5=	5=	Saatchi and Saatchi		0.00		0.00
13	13	Ogilvy		0.00		-0.03
14	14	M&C Saatchi	Vertu Asia Pacific	0.24	Pfizer Viagra	-0.07
15	15	BBDO		0.00		-0.08

Media New Business League(New Zealand) –August 2011

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	MediaCom	House of Travel, Paper Plus, Price Waterhouse Coopers	0.78		0.78
2	2	OMD	International Holidays Brands, Earthquake Commission, Ancestry.com	0.86	European Motor Group	0.70
3	3	Carat	Breville, House of Travel, Nissan	0.45		0.45
4	4	ZenithOptimedia	Puma, Meridian Solar, European Motor Group, Motorcorp	0.30		0.30
5	5	MEC	Cigna Life Insurance, NZ Govt/Stronger Canterbury Earthquake Response	0.22		0.22
6	6	PHD	TAB, Daikin	0.17		0.17
7	7	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
8=	8=	Mindshare		0.00		0.00
8=	8=	Universal McCann		0.00		0.00
8=	8=	Starcom MediaVest		0.00		0.00

CREATIVE AGENCIES

It was a quiet month for multinational creative agency league, only TBWA won over ten new businesses, including Beam Global and Coca-Cola Amatil.

MEDIA AGENCIES

It was a quiet month for multinational media agency league, no new business changed.

METHODOLOGY

The R3 New Business League has been compiled each of the last 108 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.

