

Creative New Business League(New Zealand) – Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US\$m)	Recent Losses	Overall YTD Revenue (US\$m)
1	1	DDB	Cadbury Dairy Milk and Moro, ANZ, Yellow BTL, Ezibuy BTL	2.1		2.1
2	2	Saatchi and Saatchi	NZ Defence Force, House of Travel	0.7		0.7
3	3	JWT	Jack Daniels, Epon Asia Pacific	0.5		0.5
4	4	Grey Group	Orcon Internet, Manukau Institute of Technology	0.2		0.2
5=	5=	Ogilvy	UPS Asia Pacific	0.1		0.1
5=	5=	TBWA	ANB Amro Craig, Flightcentre	0.1		0.1
5=	5=	Leo Burnett	Philippine Airlines Global	0.1		0.1
8=	9=	Lowe		0.0		0.0
8=	9=	Euro RSCG		0.0		0.0
8=	9=	DraftFCB		0.0		0.0
8=	9=	Publicis		0.0		0.0
12=	13=	BBDO	Burger King, Panasonic Asia Pacific	0.4	NZ Defence Force	(0.1)
12=	13=	McCann WorldGroup		0.0	UPS Asia Pacific	(0.1)
14	5=	Y&R	Nokia Digital Asia Pacific	0.1	Burger King	(0.2)
15	15	M&C Saatchi		0.0	ANZ	(2.5)

Media New Business Scoreboard(New Zealand) –Dec 2009

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	Silver Fern Farms, Vodafone Asia Pacific, European Motors	0.9		0.9
2=	2=	Carat	Mother Earth, Robert Harris Coffee	0.6		0.6
2=	2=	PHD	BNZ, Pacific Magazines, Mercedes-Benz	0.6		0.6
4=	4=	ZenithOptimedia	Rainbow's End, Swarovski Asia Pacific	0.1		0.0
4=	4=	MPG	Symantec Asia Pacific	0.0	Swarovski Asia Pacific	0.0
4=	4=	MEC	Singapore Airlines Global	0.1	Ferrero Rocher, Massey University	0.0
4=	4=	MediaCom	P&G Fine Fragrance Asia Pacific	0.0		0.0
4=	4=	Mindshare	IHG Asia Pacific, Las Vegas Sands Asia Pacific	0.1	Sony Computer Entertainment Asia Pacific	0.0
4=	4=	Universal McCann		0.0		0.0
10	10	Starcom MediaVest		0.0		(0.2)

CREATIVE AGENCIES

DDB finished the year on top with a dozen wins, the biggest of which included ANZ, Cadbury and Liquor King. Saatchi & Saatchi maintained the second place with wins including NZ Defence Force and House of Travel. JWT and Grey finished third and fourth respectively.

MEDIA AGENCIES

OMD finished the year on top on the back of massive Vodafone win. Carat and PHD shared the second place.

METHODOLOGY

The R3 New Business League has been compiled each of the last 88 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.

