

Creative New Business League(New Zealand) – Dec 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	ITM V8 Supercars, Gen-I, Ice Breaker, Lion Red	1.30		1.30
2	2	M&C Saatchi	NZ Post, Jetstar Airways, NZ Fire Service, NZ Police	1.19		1.19
3	3	BBDO	AsiaRooms.com, JNJ Baby, Toshiba Notebook	0.72		0.72
4	7=	Publicis	Subway	0.40		0.40
5	4=	Grey Group	Pfizer - Vaccine, Esquires	0.25		0.25
6	4	TBWA	Ministry of Education, Realising Maori Potential, Quitline	0.15		0.15
7	4=	Y&R	Nova Energy, Studylink	0.10		0.10
8	7=	Euro RSCG		0.03		0.03
9=	7=	JWT		0.00		0.00
9=	7=	Ogilvy		0.00		0.00
9=	7=	Leo Burnett		0.00		0.00
9=	7=	McCann WorldGroup		0.00		0.00
13	13	DraftFCB		0.00	Les Mills	-0.30
14	14	Lowe		0.00	JNJ Baby	-0.50
15	15	Saatchi and Saatchi		0.00	Westpac	-1.00

Media New Business League(New Zealand) –Dec 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Kraft Cadbury, JB Hifi, DFS Galleria	0.76		0.76
2	2	Mindshare	Bayer	0.25		0.25
3	3	OMD	Lasoo, Williment Travel Group, Karori Sanctuary Trust, Rhythm and Vines	0.23	Watson's	0.18
4	4	Universal McCann	Burberry	0.07		0.07
5=	5=	PHD		0.00		0.00
5=	5=	MPG		0.00		0.00
5=	5=	MEC		0.00		0.00
5=	5=	MediaCom		0.00		0.00
5=	5=	Starcom MediaVest		0.00		0.00
10	10	ZenithOpti media	Sanofi Aventis, Hallensteins, Liquor King	0.24	L'Oreal	-0.14

CREATIVE AGENCIES

DDB finished the year on top with more than ten wins, the biggest of which included Lion Red and Les Mills. M&C Saatchi maintained second on the back of Jetstar Airways and other wins. BBDO and Publicis made up the rest of the top four.

MEDIA AGENCIES

The Kraft Cadbury win helped Carat on top of 2010 Media Agency New Business League. Mindshare was placed second on the back of the Bayer Asia Pacific new business. OMD and UM made up the rest of the top four

METHODOLOGY

The R3 New Business League has been compiled each of the last 100 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.

