

Creative New Business League(New Zealand) – December 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	Auckland Airport	1.08		1.08
2	2	DDB	New Zealand Rugby Union	1.00		1.00
3	3	Grey Group	Pfizer Viagra, Kingdom of Tonga Tourism	0.35		0.35
4	4	Y&R	LG Electronics, HRV, Cigna Insurance	0.30		0.30
5	5	JWT	Jenny Craig	0.05		0.05
6=	6=	Publicis		0.00		0.00
6=	6=	Euro RSCG		0.00		0.00
6=	6=	Leo Burnett		0.00		0.00
6=	6=	McCann WorldGroup		0.00		0.00
6=	6=	Lowe		0.00		0.00
6=	6=	Saatchi and Saatchi		0.00		0.00
12=	12=	BBDO		0.00		(0.08)
12=	12=	Ogilvy		0.00	New Zealand Rugby Union	(0.08)
14	14	DraftFCB		0.00	Orcon	(0.10)
15	15	M&C Saatchi	Orcon	0.34	ANZ Asia Pacific	(0.57)

Media New Business League(New Zealand) –December 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	MEC	LG Electronics, HRV Home Ventilation	0.75		0.75
3	3	OMD	Bose New Zealand, King of Knives, Pacific Cooperation Foundation	1.06	Henkel	0.72
4	4	Carat	Breville, House of Travel, Nissan	0.45		0.45
5	5	ZenithOptimedia	Puma, Meridian Solar, European Motor Group, Motorcorp	0.30		0.30
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

TBWA stayed at the top of the chart with overall revenue of USD1.08M, closely followed by DDB. Grey Group and Y&R made up the rest of the top four.

MEDIA AGENCIES

MediaCom led the way with overall revenue of USD0.78M followed by MEC. OMD and Carat made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

