

## Creative New Business League(New Zealand) – Feb 2010

<b>RANK THIS MONTH</b>	<b>RANK LAST MONTH</b>	<b>AGENCY</b>	<b>Recent Wins</b>	<b>Estimated YTD Revenue (US\$m)</b>	<b>Recent Losses</b>	<b>Overall YTD Revenue (US\$m)</b>
<b>1</b>	<b>1=</b>	<b>DDB</b>	Stella Artois, Budweiser	0.2		0.2
<b>2=</b>	<b>1=</b>	<b>Saatchi and Saatchi</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>JWT</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>Grey Group</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>Ogilvy</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>TBWA</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>Leo Burnett</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>Lowe</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>Euro RSCG</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>DraftFCB</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>Publicis</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>BBDO</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>McCann WorldGroup</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>Y&amp;R</b>		0.0		0.0
<b>2=</b>	<b>1=</b>	<b>M&amp;C Saatchi</b>		0.0		0.0

## Media New Business Scoreboard(New Zealand) –Feb 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1=	Mindshare	Bayer	0.3		0.3
2=	1=	Carat		0.0		0.0
2=	1=	OMD		0.0		0.0
2=	1=	PHD		0.0		0.0
2=	1=	ZenithOpti media		0.0		0.0
2=	1=	MPG		0.0		0.0
2=	1=	MEC		0.0		0.0
2=	1=	MediaCom		0.0		0.0
2=	1=	Universal McCann		0.0		0.0
2=	1=	Starcom MediaVest		0.0		0.0

### CREATIVE AGENCIES

Only DDB secured Stella Artois and Budweiser.

### MEDIA AGENCIES

Mindshare moved to the top on the back of Bayer regional win.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 90 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.

