

## Creative New Business League(New Zealand) –Jan 2011

<b>RANK THIS MONTH</b>	<b>RANK LAST YEAR</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>	Planet Fun	0.05		0.05
<b>2</b>	<b>9=</b>	<b>JWT</b>	Jenny Craig	0.02		0.02
<b>3=</b>	<b>2</b>	<b>M&amp;C Saatchi</b>		0.00		0.00
<b>3=</b>	<b>3</b>	<b>BBDO</b>		0.00		0.00
<b>3=</b>	<b>4</b>	<b>Publicis</b>		0.00		0.00
<b>3=</b>	<b>5</b>	<b>Grey Group</b>		0.00		0.00
<b>3=</b>	<b>6</b>	<b>TBWA</b>		0.00		0.00
<b>3=</b>	<b>7</b>	<b>Y&amp;R</b>		0.00		0.00
<b>3=</b>	<b>9</b>	<b>Euro RSCG</b>		0.00		0.00
<b>3=</b>	<b>9=</b>	<b>Ogilvy</b>		0.00		0.00
<b>3=</b>	<b>9=</b>	<b>Leo Burnett</b>		0.00		0.00
<b>3=</b>	<b>9=</b>	<b>McCann WorldGroup</b>		0.00		0.00
<b>3=</b>	<b>13</b>	<b>DraftFCB</b>		0.00		0.00
<b>3=</b>	<b>14</b>	<b>Lowe</b>		0.00		0.00
<b>3=</b>	<b>15</b>	<b>Saatchi and Saatchi</b>		0.00		0.00

# Media New Business League(New Zealand) –Jan 2011

RANK THIS MONTH	RANK LAST YEAR	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>3</b>	<b>OMD</b>	South Canterbury Finance, Office Max	0.18		0.18
<b>2=</b>	<b>1</b>	<b>Carat</b>		0.00		0.00
<b>2=</b>	<b>2</b>	<b>Mindshare</b>		0.00		0.00
<b>2=</b>	<b>4</b>	<b>Universal McCann</b>		0.00		0.00
<b>2=</b>	<b>5=</b>	<b>PHD</b>		0.00		0.00
<b>2=</b>	<b>5=</b>	<b>MPG</b>		0.00		0.00
<b>2=</b>	<b>5=</b>	<b>MEC</b>		0.00		0.00
<b>2=</b>	<b>5=</b>	<b>MediaCom</b>		0.00		0.00
<b>2=</b>	<b>5=</b>	<b>Starcom MediaVest</b>		0.00		0.00
<b>2=</b>	<b>10</b>	<b>ZenithOptimedia</b>		0.00		0.00

## CREATIVE AGENCIES

In the first report of 2011, DDB led the way through strong win of Planet Fun, followed by JWT, securing Jenny Craig.

## MEDIA AGENCIES

It's a quiet month with OMD leading the way on the back of South Canterbury Finance and Office Max wins.

## METHODOLOGY

The R3 New Business League has been compiled each of the last 101 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.

