

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

<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>3=</b>	<b>TBWA</b>	<b>ANZ Asia Pacific</b>	<b>0.92</b>		<b>0.92</b>
<b>2</b>	<b>1</b>	<b>DDB</b>	<b>Planet Fun</b>	<b>0.05</b>		<b>0.05</b>
<b>3</b>	<b>2</b>	<b>JWT</b>	<b>Jenny Craig</b>	<b>0.02</b>		<b>0.02</b>
<b>4=</b>	<b>3=</b>	<b>M&amp;C Saatchi</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>BBDO</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Publicis</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Grey Group</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Y&amp;R</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Euro RSCG</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Ogilvy</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Leo Burnett</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>McCann WorldGroup</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>DraftFCB</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Lowe</b>		<b>0.00</b>		<b>0.00</b>
<b>4=</b>	<b>3=</b>	<b>Saatchi and Saatchi</b>		<b>0.00</b>		<b>0.00</b>

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

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
<b>1</b>	<b>1</b>	<b>OMD</b>	The Warehouse Financial Services, Tony's Tyres, Sony Network Services	0.71		0.71
<b>2</b>	<b>2</b>	<b>PHD</b>	Daikin	0.15		0.15
<b>3</b>	<b>4=</b>	<b>ZenithOptimedia</b>	Motorcorp	0.12		0.12
<b>4</b>	<b>3</b>	<b>MEC</b>	Ministry of Economic Development, Lincoln University, AMP	0.07		0.07
<b>5</b>	<b>4=</b>	<b>Carat</b>		0.02		0.02
<b>6=</b>	<b>4=</b>	<b>Mindshare</b>		0.00		0.00
<b>6=</b>	<b>4=</b>	<b>Universal McCann</b>		0.00		0.00
<b>6=</b>	<b>4=</b>	<b>MPG</b>		0.00		0.00
<b>6=</b>	<b>4=</b>	<b>MediaCom</b>		0.00		0.00
<b>6=</b>	<b>4=</b>	<b>Starcom MediaVest</b>		0.00		0.00

### CREATIVE AGENCIES

It's a quiet month for multinational creative agency league, with just TBWA picking up ANZ Asia Pacific new business and jumped to top spot.

### MEDIA AGENCIES

OMD kept on top spot, securing The Warehouse Financial Services, followed by PHD. ZenithOptimedia was fastest mover this month on the back of Motorcorp win. MEC claimed Ministry of Economic Development, and made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 103 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.

