

Creative New Business League(New Zealand) – May 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 | Comvita, Les Mills, AV Jennings, Stella Artois | 0.7 | | 0.7 |
| 2 | 2 | BBDO | Toshiba notebook | 0.2 | | 0.2 |
| 3= | 3= | Saatchi and Saatchi | | 0.0 | | 0.0 |
| 3= | 3= | JWT | | 0.0 | | 0.0 |
| 3= | 3= | Grey Group | | 0.0 | | 0.0 |
| 3= | 3= | Ogilvy | | 0.0 | | 0.0 |
| 3= | 3= | TBWA | | 0.0 | | 0.0 |
| 3= | 3= | Leo Burnett | | 0.0 | | 0.0 |
| 3= | 3= | Lowe | | 0.0 | | 0.0 |
| 3= | 3= | Euro RSCG | | 0.0 | | 0.0 |
| 3= | 3= | Publicis | | 0.0 | | 0.0 |
| 3= | 3= | McCann WorldGroup | | 0.0 | | 0.0 |
| 3= | 3= | Y&R | | 0.0 | | 0.0 |
| 3= | 3= | M&C Saatchi | | 0.0 | | 0.0 |
| 15 | 3= | DraftFCB | | 0.0 | Les Mills | (0.3) |

Media New Business Scoreboard(New Zealand) – May 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= | 2= | Carat | Google, DFS Galleria | 0.1 | | 0.1 |
| 2= | 2= | Universal McCann | Burberry | 0.1 | | 0.1 |
| 2= | 2= | ZenithOptimedia | Watson's | 0.1 | | 0.1 |
| 5= | 5= | PHD | | 0.0 | | 0.0 |
| 5= | 5= | MPG | | 0.0 | | 0.0 |
| 5= | 5= | MEC | | 0.0 | | 0.0 |
| 5= | 5= | MediaCom | | 0.0 | | 0.0 |
| 5= | 5= | Starcom MediaVest | | 0.0 | | 0.0 |
| 5= | 5= | OMD | NZ 2011 | 0.0 | Watson's | (0.0) |

CREATIVE AGENCIES

A quiet month for New Zealand, all agency ranks stayed the same

MEDIA AGENCIES

A quiet month for New Zealand, all agency ranks stayed the same

METHODOLOGY

The R3 New Business League has been compiled each of the last 93 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.

