

## Creative New Business League(New Zealand) – May 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>1</b>	<b>TBWA</b>	ANZ Asia Pacific	0.98		0.98
<b>2</b>	<b>2</b>	<b>Grey Group</b>	Pfizer Viagra, Kingdom of Tonga Tourism	0.35		0.35
<b>3</b>	<b>3</b>	<b>DDB</b>	Planet Fun	0.05		0.05
<b>4</b>	<b>4</b>	<b>JWT</b>	Jenny Craig	0.02		0.02
<b>5=</b>	<b>5=</b>	<b>Publicis</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>Y&amp;R</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>Euro RSCG</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>Ogilvy</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>Leo Burnett</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>McCann WorldGroup</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>DraftFCB</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>Lowe</b>		0.00		0.00
<b>5=</b>	<b>5=</b>	<b>Saatchi and Saatchi</b>		0.00		0.00
<b>14</b>	<b>15</b>	<b>M&amp;C Saatchi</b>	Vertu Asia Pacific	0.24	Pfizer Viagra	<b>-0.07</b>
<b>15</b>	<b>5=</b>	<b>BBDO</b>		0.00		<b>-0.08</b>

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

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	OMD	International Holidays Brands, Earthquake Commission, Ancestry.com	0.85		0.85
2	2	Carat	Nissan, Bluebird	0.23		0.23
3	3	MEC	Cigna Life Insurance, NZ Govt/Stronger Canterbury Earthquake Response	0.22		0.22
4	4	PHD	TAB, Daikin	0.16		0.16
5	5	ZenithOptimedia	Motorcorp	0.12		0.12
6	6	MPG	Bosch Asia Pacific, Escada Asia Pacific	0.03		0.03
7=	7=	Mindshare		0.00		0.00
7=	7=	Universal McCann		0.00		0.00
7=	7=	MediaCom		0.00		0.00
7=	7=	Starcom MediaVest		0.00		0.00

### CREATIVE AGENCIES

It was a quiet month for multinational creative agency league, top four stayed the same.

### MEDIA AGENCIES

OMD stayed on top spot with several new wins, including International Holidays Brands and Earthquake Commission, followed by Carat. MEC and PHD made up the rest of the top four.

### METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.

