

Creative New Business League(New Zealand) – Aug 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	Gen-I, Ice Breaker, Lion Red, Heinz Watties	1.3		1.3
2	3=	M&C Saatchi	Jetstar Airways, NZ Fire Service, NZ Police	0.9		0.9
3	2	BBDO	JNJ Baby, Toshiba Notebook	0.7		0.7
4	3=	Y&R	Nova Energy, Studylink	0.1		0.1
5=	3=	JWT		0.0		0.0
5=	3=	Grey Group		0.0		0.0
5=	3=	Ogilvy		0.0		0.0
5=	3=	TBWA		0.0		0.0
5=	3=	Leo Burnett		0.0		0.0
5=	3=	Euro RSCG		0.0		0.0
5=	3=	Publicis		0.0		0.0
5=	3=	McCann WorldGroup		0.0		0.0
13	15	DraftFCB		0.0	Les Mills	(0.3)
14	3=	Lowe		0.0	JNJ Baby	(0.5)
15	3=	Saatchi and Saatchi		0.0	Westpac	(1.0)

Media New Business Scoreboard(New Zealand) –Aug 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	JB Hifi, Google, DFS Galleria	0.2		0.2
3=	2=	Universal McCann	Burberry	0.1		0.1
3=	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 Police	0.0	Watson's	0.0

CREATIVE AGENCIES

DDB maintained the top position, securing Gen-I this month. M&C Saatchi moved to the second place, snapping several wins including Jetstar Airways, NZ Fire Service and NZ Police. BBDO and Y&R made up the top four.

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 96 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.

