

Creative New Business League(New Zealand) – June 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	15	DraftFCB		0.0	Les Mills	(0.3)

Media New Business Scoreboard(New Zealand) –June 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

A quiet month, all agency ranks stayed the same.

MEDIA AGENCIES

Mindshare still maintained the top position. Carat secured JB Hifi and ranked the second. Universal McCann and ZenithOptimedia made up the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 94 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.

