

Creative New Business League(New Zealand) – Sep 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	ITM V8 Supercars, Gen-I, Ice Breaker, Lion Red	1.3		1.3
2	2	M&C Saatchi	Jetstar Airways, NZ Fire Service, NZ Police	0.9		0.9
3	3	BBDO	JNJ Baby, Toshiba Notebook	0.7		0.7
4	4	Y&R	Nova Energy, Studylink	0.1		0.1
5=	5=	JWT		0.0		0.0
5=	5=	Grey Group		0.0		0.0
5=	5=	Ogilvy		0.0		0.0
5=	5=	TBWA		0.0		0.0
5=	5=	Leo Burnett		0.0		0.0
5=	5=	Euro RSCG		0.0		0.0
5=	5=	Publicis		0.0		0.0
5=	5=	McCann WorldGroup		0.0		0.0
13	13	DraftFCB		0.0	Les Mills	(0.3)
14	14	Lowe		0.0	JNJ Baby	(0.5)
15	15	Saatchi and Saatchi		0.0	Westpac	(1.0)

Media New Business Scoreboard(New Zealand) –Sep 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	2	Carat	Kraft Cadbury, JB Hifi, DFS Galleria	0.8		0.8
2	1	Mindshare	Bayer	0.3		0.3
3	5=	OMD	Lasoo, Williment Travel Group, Karori Sanctuary Trust, Rhythm and Vines	0.2	Watson's	0.2
4=	3=	Universal McCann	Burberry	0.1		0.1
4=	3=	ZenithOptimedia	Watson's	0.1		0.1
6=	5=	PHD		0.0		0.0
6=	5=	MPG		0.0		0.0
6=	5=	MEC		0.0		0.0
6=	5=	MediaCom		0.0		0.0
6=	5=	Starcom MediaVest		0.0		0.0

CREATIVE AGENCIES

A quiet month for New Zealand, all agency ranks stayed the same, only DDB collected ITM V8 Supercars.

MEDIA AGENCIES

Carat moved up to the top position, securing Kraft Cadbury, followed by Mindshare. OMD jumped to the third place with several wins including Lasso and Williment Travel Group. Universal McCann and ZenithOptimedia shared the fourth position.

METHODOLOGY

The R3 New Business League has been compiled each of the last 97 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.

