

Creative New Business League(New Zealand) – Nov 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	NZ Post, Jetstar Airways, NZ Fire Service, NZ Police	1.2		1.2
3	3	BBDO	AsiaRooms.com, JNJ Baby, Toshiba Notebook	0.7		0.7
4	4=	TBWA	Ministry of Education, Realising Maori Potential, Quitline	0.2		0.2
5=	4=	Y&R	Nova Energy, Studylink	0.1		0.1
5=	4=	Grey Group	Esquires	0.1		0.1
7=	7=	JWT		0.0		0.0
7=	7=	Ogilvy		0.0		0.0
7=	7=	Leo Burnett		0.0		0.0
7=	7=	Euro RSCG		0.0		0.0
7=	7=	Publicis		0.0		0.0
7=	7=	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 League(New Zealand) –Nov 2010

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US \$m)	Recent Losses	Overall YTD Revenue (US \$m)
1	1	Carat	Kraft Cadbury, JB Hifi, DFS Galleria	0.8		0.8
2	2	Mindshare	Bayer	0.3		0.3
3	3	OMD	Lasoo, Williment Travel Group, Karori Sanctuary Trust, Rhythm and Vines	0.2	Watson's	0.2
4	4=	Universal McCann	Burberry	0.1		0.1
5=	6=	PHD		0.0		0.0
5=	6=	MPG		0.0		0.0
5=	6=	MEC		0.0		0.0
5=	6=	MediaCom		0.0		0.0
5=	6=	Starcom MediaVest		0.0		0.0
10	4=	ZenithOptimedia	Sanofi Aventis, Hallensteins, Liquor King	0.2	L'Oreal	(0.1)

CREATIVE AGENCIES

A quiet month for multinational creative agency review, only M&C Saatchi secured NZ Post, and TBWA won Ministry of Education and Realising Maori Potential.

MEDIA AGENCIES

No change in the top three spots this month, only ZenithOptimedia won Sanofi Aventis Asia Pacific business, Hallensteins and Liquor King, but its L'Oreal loss saw it move from four to ten.

METHODOLOGY

The R3 New Business League has been compiled each of the last 99 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.

