Creative New Business League(New Zealand) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US$m)	Recent Losses	Overall YTD Revenue (US$m)
1	1	DraftFCB	ExxonMobil, Vodafone, Air New Zealand	4.03		4.03
2	3	Y&R	Quickflix Australia, Animates, Beds R Us	1.09		1.09
3	2	DDB	Westpac, Qantas, AA Tourism	1.68	McDonald's McCafé and Family Business	0.84
4	6=	Leo Burnett	McDonald's McCafé and Family Business	0.80		0.80
5	4	Saatchi and Saatchi	Air New Zealand	0.46		0.46
6	5	Grey Group	Fletcher Aluminium Projects	0.04		0.04
7=	6=	JWT		0.00		0.00
7=	6=	Publicis		0.00		0.00
7=	6=	Euro RSCG		0.00		0.00
7=	6=	McCann WorldGroup		0.00		0.00
7=	6=	Lowe		0.00		0.00
7=	6=	BBDO		0.00		0.00
7=	6=	Ogilvy		0.00		0.00
7=	6=	M&C Saatchi		0.00		0.00
7=	6=	TBWA		0.00		0.00

Media New Business League(New Zealand) –Jun 2012

RANK THIS MONTH	RANK LAST MONTH	AGENCY	Recent Wins	Estimated YTD Revenue (US $m)	Recent Losses	Overall YTD Revenue (US $m)
1	1	Carat	Andrew Kay & Associates, Brandlines, SCANZ	0.70		0.70
2	2	MEC	Animates Petcare Retail, Quickflix, Beds R Us	0.37		0.37
3	3	OMD	Hurdleys Office Furniture, Department of Labour, NZ Childcare Association	0.30		0.14
4	4	PHD	Freeview	0.56	BNZ	0.06
5	5	MediaCom	BNZ	0.02		0.02
6=	6=	ZenithOptimedia		0.00		0.00
6=	6=	MPG		0.00		0.00
6=	6=	Mindshare		0.00		0.00
6=	6=	Universal McCann		0.00		0.00
10	10	Starcom MediaVest		0.00	General Motors	(0.29)

METHODOLOGY

The R3 New Business League has been compiled each of the last 118 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.

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