

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	3	DDB	KVB Kunlun Project, China Mobile Project, Invisalign Project,	2.10		2.10	10
2	1	TBWA	SmarTone, Formula E Project, Happn Project	1.80		1.80	3
3	2	FCB	Prudential	1.50		1.50	1
4	4	McCann WorldGroup	Chow Sang Sang Project, Neoderm Project, Microsoft Project	0.54		0.54	10
5	-	Isobar	Tourism Client	0.47		0.47	4
6	8=	Saatchi & Saatchi	GNC Project, Belle International Project	0.37		0.37	4
7	6	Leo Burnett	Sino Group Project, Sundan Project	0.35		0.35	3
8	5	BBDO	MetLife	0.30		0.30	1
9	7	Publicis	P&G Swisse Project, HK Land Project	0.05		0.05	1
10=	8=	J Walter Thompson		0.00		0.00	0
10=	8=	Y&R		0.00		0.00	0
10=	8=	Grey Group		0.00		0.00	0
10=	8=	Dentsu		0.00		0.00	0
10=	8=	SapientNitro		0.00		0.00	0
10=	8=	Mullen Lowe		0.00		0.00	0
10=	8=	M&C Saatchi		0.00		0.00	0
10=	8=	Bates		0.00		0.00	0
10=	8=	Havas Worldwide		0.00		0.00	0
19	18	Ogilvy	Friesland Campina Project, Pernod Ricard Project	0.15	SmarTone	-0.60	6
						6.9	43

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	PHD	ASANA Project, Travel Expert, Revlon, Eos Products	2.60		2.60	4
2	3	Carat	Bausch & Lomb, Supercell, King	1.92		1.90	8
3	4	Zenith	Shangri-La Hotels and Resorts, China Union Pay, China Overseas Pronertv	1.70	3M	1.66	3
4	2	OMD	MetLife, Credit Suisse, Wheelock Properties	1.55	VISA	1.40	6
5	5	Mindshare	Hin Sang Group, Porsche Centre Hong Kong, Boehringer Ingelheim	0.95	Bausch & Lomb	0.54	3
6	6	Starcom	VISA, Etihad Airways, 3M	0.41		0.41	5
7	7	Universal McCann	Sony Pictures, Pizza Hut Project	0.74	ASANA Project	0.23	2
8	-	Initiative	Suntory Cerebos	0.19		0.15	1
9	8	MEC	Ctrip(Digital), iClub Hotel(Digital), Hotel Icon(Digital)	0.11		0.11	6
10	9=	Dentsu Media	Finance Client	0.05		0.05	6
11-	9=	Vizeum		0.00		0.00	0
11-	11	Maxus		0.00		0.00	0
13	12	MediaCom	Nan Fung Development	0.25	MetLife	-0.61	1
14	13	Havas Media	NBA, Philips, Open University of Hong Kong	0.05	Travel Expert	-1.32	3
						7.1	48

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.