



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 2017

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	DDB	The Peak Galleria Project	3.12		3.12	11
2	2	J Walter Thompson	MGM cotai	2.19		2.19	2
3	3	Leo Burnett	Wynn Project	1.70		1.70	4
4	4	Ogilvy	Wynn Hong Kong Project, Waters Corporation Project	1.40		1.40	5
5	5	Isobar	Retail Client	1.05		1.05	7
6	6	Kalido	AXA Customer experience, Johnson & Johnson Customer experience,	0.80		0.80	2
7	7	Society	Nike Social, Converse Social	0.60		0.60	2
8	8	RFI Asia	Uber Project	0.40		0.40	3
9=	9=	Y&R	Dutch Lady	0.30		0.30	1
9=	9=	DigitasLBi	Electrolux Project	0.30		0.30	1
11	11	McCann WorldGroup	Transamerica Project, Snowbrand (3size) Project	0.22		0.22	5
12	12	AnalogFolk	Steelcase Digital	0.20		0.20	1
13	13	Tribal Worldwide	Allianz GI	0.17		0.17	1
14=	14=	WE Communications	The Cheesecake Factory Communication	0.10		0.10	1
14=	14=	Healthcare	Johnson & Johnson Marketing	0.10		0.10	1
16	16	Monimedia		0.05		0.05	1
17	17	antics@play		0.01		0.01	1
18=	18=	MullenLowe Group		0.00		0.00	0
18=	18=	Saatchi & Saatchi		0.00		0.00	0
20	20	TBWA		0.00	Telecom Client	-0.75	0
						12.6	52

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 2017

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	Carat	British Council, Standard Chartered Bank	6.30		6.30	20
2	2	Mindshare	Hong Kong Tennis Association (Digital), Diageo, L'Oreal Hong Kong, Inwell International	3.74	Kimberly-Clark	3.18	7
3	3	GroupM	LVMH	1.00		1.00	1
4	4	Vizeum	YOOX	0.62		0.62	3
5	5	Universal McCann	Coach Global, Spotify	0.61		0.61	4
6	6	OMD	Manualife Asset Management Project, SmarTone Project	1.39		0.56	14
7	8	dentsu X	Healthcare Client	0.34		0.34	8
8	7	Starcom	Kraft Heinz	0.35		0.15	1
9	9	Initiative	Nike(Social), PacSafe, Converse Project	0.07		0.07	3
10	10	Havas Media	Emirates	0.03		0.03	1
11	11	Spark Foundry		0.00		0.00	0
12	12	MediaCom	Uber	0.35	Food Client	-0.00	2
13	13	Wavemaker	Kimberly-Clark Corporation	0.25	British Council	-0.92	1
14	14	Zenith		0.00	Tourism Client	-1.13	0
15	15	PHD	Café de Coral, Chow Sang SangWater Supplies Department Project	0.34	Standard Chartered Bank	-1.16	5
						9.6	70

### 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.