

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 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	DDB	KVB Kunlun Project, China Mobile Project, Invisalign Project,	4.11	Vita Tea	3.91	25
2	19	Ogilvy	Huawei Cloud Core Network (Social), Wing Tai Properties Project	4.14	SmarterTone	3.39	20
3	2	TBWA	GoDaddy(Digital), SmarterTone, Formula E Project, The Langham Project	2.21		2.21	6
4	3	FCB	Prudential	1.50		1.50	1
5	4	Saatchi & Saatchi	GNC Project, Belle International Project	1.25		1.25	4
6	5	McCann WorldGroup	Microsoft Project, Nolboo Project, Kiroro Resort Project	1.08		1.08	17
7	10=	Mullen Lowe	The Peninsula Hotels(Digital)	1.00		1.00	1
8	6	BBDO	MetLife	0.50		0.50	2
9	7	Isobar	Tourism Client	0.49		0.49	6
10	8	Leo Burnett	Sino Group Project, Sundan Project, Star Cruises Project	0.37		0.37	4
11	9	Publicis	HK Land Project, Renault, Atomic Floyd Project	0.32		0.32	4
12	-	Cedar	Hong Kong Tourism Board	0.20		0.20	1
13	10=	Dentsu	Taipan Bread & Cakes Project, Campbell Soup Project	0.06		0.06	4
14=	10=	J Walter Thompson		0.00		0.00	0
14=	10=	Y&R		0.00		0.00	0
14=	10=	SapientNitro		0.00		0.00	0
14=	10=	M&C Saatchi		0.00		0.00	0
14=	10=	Havas Worldwide		0.00		0.00	0
14=	10=	Grey Group		0.00		0.00	0
						16.3	95

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 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	Carat	Bausch & Lomb, Supercell, King	4.13	New World Hotels & Resorts	4.09	24
2	2	PHD	Volkswagen, ASANA Project, Travel Expert, Revlon, Eos Products	3.10		3.10	5
3	3	Zenith	Shangri-La Hotels and Resorts, DJI, Fortune Pharmacal, Klook	2.72	3M	2.68	6
4	12	Dentsu Media	Finance Client	2.24		2.24	15
5	4	OMD	Quaker Project, Machine Zone Project, MPFA Project	2.51	VISA	1.86	17
6	5	Universal McCann	VF Group, Sony Pictures, Global Beauty(Digital), Carlsberg(Social)	1.85	ASANA Project	1.24	7
7	6	Mindshare	Hin Sang Group, Boehringer Ingelheim, L'Oreal(SEM)	2.05	Bausch & Lomb	0.87	5
8	9	MEC	Lane Crawford, Trinity(Digital), Hong Kong Airlines	0.74		0.74	10
9	7	Starcom	VISA, Etihad Airways, 3M	0.41		0.40	5
10	8	Vizeum	FMCG Client	0.25		0.25	1
11	10	Mediavest Spark	Macau Galaxy	0.20		0.20	1
12	11	Initiative	Suntory Cerebos	0.19	Sansiri	0.15	1
13	13	Maxus		0.00		0.00	0
14	15	Havas Media	NBA, Philips, Open University of Hong Kong	0.06	Travel Expert	-1.33	4
15	14	MediaCom	Nan Fung Development	0.25	MetLife	-1.64	1
						14.8	102

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 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.