



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 2015

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	Ogilvy	Google Project, Intel Project, Twitter Project, FWD Project	6.93	Midea International	4.93	83
2	2	DDB	Bel Activation Project, New World Project, Paliburg Project	4.13		4.13	13
3	3	BBDO	Midea International,	2.71		2.71	5
4	4	McCann WorldGroup	Huggies Project, Oneworld Project, G2000 Project, 3 Size Project	2.73		2.66	40
5	5	J Walter Thompson	Chow Sang Sang Project, CLP Project	1.64		1.64	13
6	6	Leo Burnett	P&G Project, HK International Airport Project, A.S. Watson Retail Project	1.57		1.57	8
7	7	TBWA	Sotheby's, Live Nation, Chow Sang Sang Project	0.95		0.95	8
8	8	Y&R	Pharmaceutical Client	0.90		0.90	3
9	9	Grey Group	Lai Sun Project, P&G Project	0.62		0.62	11
10	10	Dentsu	Vitasoy, Satami Project, Top Harvest Asia Project	0.49		0.49	5
11	11	Publicis	HK Reports Project	0.39		0.39	2
12=	12=	SapientNitro		0.00		0.00	0
12=	12=	Saatchi & Saatchi		0.00		0.00	0
12=	12=	Mullen Lowe		0.00		0.00	0
12=	12=	FCB		0.00		0.00	0
12=	12=	M&C Saatchi		0.00		0.00	0
12=	12=	Bates		0.00		0.00	0
18	18	Havas Worldwide		0.00	HK International Airport	-0.30	0
						20.7	191

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 2015

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	Beiersdorf, Allergan Medical Aesthetics, LUXE (Digital)	5.78		5.76	38
2	2	OMD	Infiniti, Pacsafe, Apple(digital), China Merchants Bank	3.45		2.70	13
3	3	PHD	Unilever, SCA Tempo and Vinda, Audemars Piguet, Tempo, Cavalia	2.15	Transitions	1.57	10
4	6	Universal McCann	Blackmores, Ngong Ping 360, American Airline, FWD Project	1.68		1.48	36
5	4	Mindshare	Smartone Vodafone, Expedia, Modern Media, IKEA Project	1.75	Korea Strawberry(Research)	1.41	4
6	5	Dentsu Media	Amway Project, AirAsia	1.37		1.37	10
7	8	Starcom MediaVest	Sansiri, Bluebell	1.04		1.04	5
8	7	Vizeum	Sands China Digital, Panasonic	0.82		0.82	6
9	9	Havas Media	Sotheby's, Pfizer Project, Travel Expert	0.56	Subaru	0.33	6
10	11	MediaCom	Promise, Ernst & Young, LeTV Holding, Bose, Hysan Development	0.82	AMO	0.15	8
11	13	ZenithOptimedia	Pizza Hut, Merck Brand, CLP, Osim Project	0.76	Tempo	-0.17	7
12	12	Maxus	Subaru	0.10	SC Johnson(buying)	-0.20	2
13	10	MEC	Park Hotel Group(Digital), MOXA(SEM), Digikey China(Digital)	0.26	CLP	-0.59	11
						15.7	156

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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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