

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 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=	FCB	Prudential	1.50		1.50	1
2	1=	DDB	KVB Kunlun Project	0.90		0.90	3
3	3=	TBWA	SmarTone, Formula E Project	0.61		0.61	3
4	3=	McCann WorldGroup	Gold Lion Project, Hang Lung Properties Project	0.42		0.42	6
5	1=	BBDO	MetLife	0.30		0.30	1
6	3=	Leo Burnett	Sino Group Project, Sundan Project	0.06		0.06	2
7	3=	Publicis	P&G Swisse Project, HK Land Project	0.03		0.03	2
8-	3=	J Walter Thompson		0.00		0.00	0
8-	3=	Y&R		0.00		0.00	0
8-	3=	Grey Group		0.00		0.00	0
8-	3=	Dentsu		0.00		0.00	0
8-	3=	SapientNitro		0.00		0.00	0
8-	3=	Saatchi & Saatchi		0.00		0.00	0
8-	3=	Mullen Lowe		0.00		0.00	0
8-	3=	M&C Saatchi		0.00		0.00	0
8-	3=	Bates		0.00		0.00	0
8-	3=	Havas Worldwide		0.00		0.00	0
18	3=	Ogilvy	Waters China	0.12	SmarTone	-0.18	3
						3.6	21



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 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	Travel Expert, Revlon, Eos Products	2.28		2.28	3
2	2	OMD	MetLife, Credit Suisse, Wheelock Properties	1.85		1.70	7
3	5=	Starcom	VISA, Etihad Airways, 3M	0.41		0.41	5
4	3	Mindshare	Hin Sang Group	0.20		0.20	1
5	4	MEC	Ctrip(Digital), Working Unit(Digital), Swire Hotels(Digital)	0.06		0.06	4
6-	5=	Carat		0.00		0.00	0
6-	5=	Dentsu Media		0.00		0.00	0
6-	5=	Vizeum		0.00		0.00	0
6-	5=	Maxus		0.00		0.00	0
6-	5=	Zenith		0.00	3M	-0.04	0
11	11	Universal McCann	Pizza Hut Project	0.04	Swire Properties	-0.45	1
12	12	MediaCom		0.00	MetLife	-0.86	0
13	13	Havas Media		0.00	Travel Expert	-1.37	0
						1.9	21

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.