



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 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-	2	DDB	KVB Kunlun Project	0.30		0.30	1
1-	3	BBDO	MetLife	0.30		0.30	1
3-	1	Ogilvy		0.00		0.00	0
3-	4	McCann WorldGroup		0.00		0.00	0
3-	5	J Walter Thompson		0.00		0.00	0
3-	6	Leo Burnett		0.00		0.00	0
3-	7	TBWA		0.00		0.00	0
3-	8	Y&R		0.00		0.00	0
3-	9	Grey Group		0.00		0.00	0
3-	10	Dentsu		0.00		0.00	0
3-	11	Publicis		0.00		0.00	0
3-	12=	SapientNitro		0.00		0.00	0
3-	12=	Saatchi & Saatchi		0.00		0.00	0
3-	12=	Mullen Lowe		0.00		0.00	0
3-	12=	FCB		0.00		0.00	0
3-	12=	M&C Saatchi		0.00		0.00	0
3-	12=	Bates		0.00		0.00	0
3-	18	Havas Worldwide		0.00		0.00	0
						0.6	2

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 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	PHD	Travel Expert, Revlon, Eos Products	2.28		2.28	3
2	2	OMD	MetLife, Swire Properties, HK Cyberport Management Project	0.60		0.60	4
3	5	Mindshare	Hin Sang Group	0.20		0.20	1
4	13	MEC	Ctrip(Digital), Working Unit(Digital), Sino Group of Hotels(Digital)	0.05		0.05	3
5-	1	Carat		0.00		0.00	0
5-	6	Dentsu Media		0.00		0.00	0
5-	7	Starcom MediaVest		0.00		0.00	0
5-	8	Vizeum		0.00		0.00	0
5-	11	ZenithOptimedia		0.00		0.00	0
5-	12	Maxus		0.00		0.00	0
11	4	Universal McCann	Pizza Hut Project	0.04	Swire Properties	-0.45	1
12	10	MediaCom		0.00	MetLife	-0.86	0
13	9	Havas Media		0.00	Travel Expert	-1.37	0
						0.5	12

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.