



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 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	-	J Walter Thompson	MGM cotai	1.00		1.00	1
2	-	DDB	Transportation Client	0.30		0.30	1
3	-	Leo Burnett	Wynn Project	0.26		0.26	1
4	-	McCann WorldGroup	Transamerica Project	0.03		0.03	1
5-	-	Mullen Lowe		0.00		0.00	0
5-	-	Isobar		0.00		0.00	0
5-	-	Ogilvy		0.00		0.00	0
5-	-	TBWA		0.00		0.00	0
5-	-	Saatchi & Saatchi		0.00		0.00	0
5-	-	FCB		0.00		0.00	0
5-	-	BBDO		0.00		0.00	0
5-	-	Publicis		0.00		0.00	0
5-	-	Grey Group		0.00		0.00	0
5-	-	Cedar		0.00		0.00	0
5-	-	Havas Worldwide		0.00		0.00	0
5-	-	Dentsu		0.00		0.00	0
5-	-	Y&R		0.00		0.00	0
5-	-	M&C Saatchi		0.00		0.00	0
						1.6	4

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 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	-	Carat	Standard Chartered Bank	3.17		3.17	8
2	-	Mindshare	Government Client	1.50		1.50	1
3	-	Vizeum	FMCG Client	0.53		0.53	2
4	-	OMD	Carousell Project , Daikin	0.18		0.18	3
5	-	Dentsu Media	Healthcare Client	0.02		0.02	1
6-	-	Universal McCann		0.00		0.00	0
6-	-	MEC		0.00		0.00	0
6-	-	Starcom		0.00		0.00	0
6-	-	Mediavest Spark		0.00		0.00	0
6-	-	Initiative		0.00		0.00	0
6-	-	MediaCom		0.00		0.00	0
6-	-	Havas Media		0.00		0.00	0
13	-	Zenith		0.00	Tourism Client	-0.13	0
14	-	Maxus		0.00	FMCG Client	-0.50	0
15	-	PHD		0.00	Standard Chartered Bank	-1.50	0
						3.3	15

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.