



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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	1	DDB	The Peak Galleria Project	3.12		3.12	11
2	2	J Walter Thompson	MGM cotai	2.19		2.19	2
3	4	Leo Burnett	Wynn Project	1.70		1.70	4
4	3	Ogilvy	Wynn Hong Kong Project, Waters Corporation Project	1.40		1.40	5
5	6	Isobar	Retail Client	1.05		1.05	7
6	5	Kalido	AXA Customer experience, Johnson & Johnson Customer experience,	0.80		0.80	2
7	7	Society	Nike Social	0.40		0.40	1
8	10=	RFI Asia	Uber Project	0.40		0.40	3
9=	8=	Y&R	Dutch Lady	0.30		0.30	1
9=	8=	DigitasLbi	Electrolux Project	0.30		0.30	1
11	12	McCann WorldGroup	Transamerica Project, Snowbrand (3size) Project	0.22		0.22	5
12	10=	AnalogFolk	Steelcase Digital	0.20		0.20	1
13	13	Tribal Worldwide	Allianz GI	0.17		0.17	1
14=	14=	WE Communications	The Cheesecake Factory Communication	0.10		0.10	1
14=	14=	Healthcare	Johnson & Johnson Marketing	0.10		0.10	1
16	-	Monimedia		0.05		0.05	1
17	-	antics@play		0.01		0.01	1
18=	16=	MullenLowe Group		0.00		0.00	0
18=	16=	Saatchi & Saatchi		0.00		0.00	0
20	18	TBWA		0.00	Telecom Client	-0.75	0
						12.2	50

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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	1	Carat	British Council, Standard Chartered Bank	6.30		6.30	20
2	2	Mindshare	Hong Kong Tennis Association (Digital), Diageo, L'Oreal Hong Kong, Inwell International	3.74	Kimberly-Clark	3.18	7
3	-	GroupM	LVMH	1.00		1.00	1
4	4	Vizeum	YOOX	0.62		0.62	3
5	5	Universal McCann	Coach Global	0.60		0.60	3
6	3	OMD	MGM, Nan Fung Properties Project	1.38		0.56	12
7	9=	Starcom	Kraft Heinz	0.35		0.35	1
8	7	dentsu X	Healthcare Client	0.08		0.08	6
9	6	Initiative	Nike(Social), PacSafe	0.07		0.07	2
10	8	Havas Media	Emirates	0.03		0.03	1
11	9=	Spark Foundry		0.00		0.00	0
12	12	MediaCom	Uber	0.15	Food Client	-0.20	1
13	13	MEC	Kimberly-Clark Corporation	0.25	British Council	-0.92	1
14	11	Zenith		0.00	Tourism Client	-1.13	0
15	14	PHD	Cafe de Coral, Chow Sang SangWater Supplies Department Project	0.34	Standard Chartered Bank	-1.16	5
						9.4	63

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.