



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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	2	DDB	Transportation Client	2.55		2.55	7
2	1	J Walter Thompson	MGM cotai	2.19		2.19	2
3	3	Ogilvy	Wynn Hong Kong Project, Waters Corporation Project	1.40		1.40	5
4	4	Leo Burnett	Wynn Project	0.82		0.82	2
5	5	Kalido	AXA Customer experience, Johnson & Johnson Customer experience,	0.80		0.80	2
6	13	Isobar	Retail Client	0.64		0.64	5
7	-	Society	Nike Social	0.40		0.40	1
8-	6	Y&R	Dutch Lady	0.30		0.30	1
8-	-	DigitasLBi	Electrolux Project	0.30		0.30	1
10-	7=	AnalogFolk	Steelcase Digital	0.20		0.20	1
10-	7=	RFI Asia	Uber Project	0.20		0.20	1
12	9	McCann WorldGroup	Transamerica Project, Snowbrand (3size) Project	0.19		0.19	4
13	-	Tribal Worldwide	Allianz GI	0.17		0.17	1
14-	10=	WE Communications	The Cheesecake Factory Communication	0.10		0.10	1
14-	10=	Healthcare	Johnson & Johnson Marketing	0.10		0.10	1
16-	12	MullenLowe Group		0.00		0.00	0
16-	15	Saatchi & Saatchi		0.00		0.00	0
18	14	TBWA		0.00	Telecom Client	-0.75	0
						9.6	35

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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	Diageo, L'Oreal Hong Kong, Inwell International	3.73	HKT Project	3.69	6
3	3	OMD	Wyeth Nutrition, Concordia Project, H3C Project	0.83		0.81	9
4	4	Vizeum	YOOX	0.62		0.62	3
5	5	Universal McCann	Coach Global	0.14		0.14	2
6	8=	Initiative	Nike(Social), PacSafe	0.07		0.07	2
7	7	dentsu X	Healthcare Client	0.05		0.05	3
8	6	Havas Media	Emirates	0.03		0.03	1
9=	8=	Spark Foundry		0.00		0.00	0
9=	8=	Starcom		0.00		0.00	0
11	11	Zenith		0.00	Tourism Client	-0.13	0
12	12	MediaCom	Uber	0.15	Food Client	-0.16	1
13	13	MEC		0.00	British Council	-1.17	0
14	14	PHD	HP(digital)	0.05	Standard Chartered Bank	-1.45	1
						8.8	48

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.