



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	TBWA	SmarTone, Formula E Project, Happn Project	1.80		1.80	3
2	1	FCB	Prudential	1.50		1.50	1
3	2	DDB	KVB Kuntun Project, J&J Neutrogena(Digital)	1.43		1.43	7
4	4	McCann WorldGroup	Chow Sang Sang Project, Neoderm Project, Microsoft Project	0.45		0.45	8
5	5	BBDO	MetLife	0.30		0.30	1
6	6	Leo Burnett	Sino Group Project, Sundan Project	0.06		0.06	2
7	7	Publicis	P&G Swisse Project, HK Land Project	0.03		0.03	2
8-	8=	J Walter Thompson		0.00		0.00	0
8-	8=	Y&R		0.00		0.00	0
8-	8=	Grey Group		0.00		0.00	0
8-	8=	Dentsu		0.00		0.00	0
8-	8=	SapientNitro		0.00		0.00	0
8-	8=	Saatchi & Saatchi		0.00		0.00	0
8-	8=	Mullen Lowe		0.00		0.00	0
8-	8=	M&C Saatchi		0.00		0.00	0
8-	8=	Bates		0.00		0.00	0
8-	8=	Havas Worldwide		0.00		0.00	0
18	18	Ogilvy	Friesland Campina Project, Pernod Ricard Project	0.15	SmarTone	-0.60	6
						5.0	30

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	ASANA Project, Travel Expert, Revlon, Eos Products	2.60		2.60	4
2	2	OMD	MetLife, Credit Suisse, Wheelock Properties	1.55	VISA	1.40	6
3	6=	Carat	Bausch & Lomb, Supercell, King	1.38		1.38	7
4	6=	Zenith	Shangri-La Hotels and Resorts	1.40	3M	1.36	1
5	4	Mindshare	Hin Sang Group, Porsche Centre Hong Kong	0.70	Bausch & Lomb	0.48	2
6	3	Starcom	VISA, Etihad Airways, 3M	0.41		0.41	5
7	11	Universal McCann	Sony Pictures, Pizza Hut Project	0.74	ASANA Project	0.23	2
8	5	MEC	Ctrip(Digital), Working Unit(Digital), Swire Hotels(Digital)	0.06		0.06	4
9-	6=	Dentsu Media		0.00		0.00	1
9-	6=	Vizeum		0.00		0.00	0
11	6=	Maxus		0.00		0.00	0
12	12	MediaCom	Nan Fung Development	0.25	MetLife	-0.61	1
13	13	Havas Media		0.00	Travel Expert	-1.37	0
						5.9	33

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.