



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	J Walter Thompson	MGM cotai	1.00		1.00	1
2	2	Leo Burnett	Wynn Project	0.82		0.82	2
3	-	Kalido	AXA Customer experience, Johnson & Johnson Customer experience,	0.80		0.80	2
4	3	Ogilvy	Wynn Hong Kong Project	0.61		0.61	3
5	4	DDB	Transportation Client	0.60		0.60	2
6	5	McCann WorldGroup	Transamerica Project	0.12		0.12	2
7-	-	WE Communications	The Cheesecake Factory Communication	0.10		0.10	1
7-	-	Healthcare	Johnson & Johnson Marketing	0.10		0.10	1
9-	6=	Mullen Lowe		0.00		0.00	0
9-	6=	Isobar		0.00		0.00	0
9-	6=	TBWA		0.00		0.00	0
9-	6=	Saatchi & Saatchi		0.00		0.00	0
9-	6=	FCB		0.00		0.00	0
9-	6=	BBDO		0.00		0.00	0
9-	6=	Publicis		0.00		0.00	0
9-	6=	Grey Group		0.00		0.00	0
9-	6=	Cedar		0.00		0.00	0
9-	6=	Havas Worldwide		0.00		0.00	0
						4.1	14

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	Standard Chartered Bank	5.12		5.12	16
2	2	Mindshare	Government Client	1.50		1.50	1
3	3	Vizeum	FMCG Client	0.53		0.53	2
4	4	OMD	Carousell Project , Daikin	0.18		0.18	3
5	6=	Universal McCann	IT Client	0.09		0.09	1
6	5	Dentsu Media	Healthcare Client	0.02		0.02	1
7-	6=	Havas Media		0.00		0.00	0
7-	6=	Initiative		0.00		0.00	0
7-	6=	MEC		0.00		0.00	0
7-	6=	Mediavest Spark		0.00		0.00	0
7-	6=	Starcom		0.00		0.00	0
12	12	Zenith		0.00	Tourism Client	-0.13	0
13	13	MediaCom	Uber	0.15	Food Client	-0.16	1
14	14	Maxus		0.00	FMCG Client	-0.50	0
15	15	PHD	HP(digital)	0.05	Standard Chartered Bank	-1.45	1
						5.2	26

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.