



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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	DDB	KVB Kunlun Project, China Mobile Project, Invisalign Project,	2.48	Vita Tea	2.28	12
2	2	TBWA	SmarTone, Formula E Project, Happn Project	1.80		1.80	3
3	3	FCB	Prudential	1.50		1.50	1
4	6	Saatchi & Saatchi	GNC Project, Belle International Project	1.25		1.25	4
5	4	McCann WorldGroup	Microsoft Project, Kiroro Resort Project, Oxfam NGO Project	0.86		0.86	15
6	8	BBDO	MetLife	0.50		0.50	2
7	5	Isobar	Tourism Client	0.47		0.47	4
8	7	Leo Burnett	Sino Group Project, Sundan Project	0.35		0.35	3
9	9	Publicis	P&G Swisse Project, HK Land Project	0.05		0.05	1
10=	10=	J Walter Thompson		0.00		0.00	0
10=	10=	Y&R		0.00		0.00	0
10=	10=	Grey Group		0.00		0.00	0
10=	10=	Dentsu		0.00		0.00	0
10=	10=	SapientNitro		0.00		0.00	0
10=	10=	Mullen Lowe		0.00		0.00	0
10=	10=	M&C Saatchi		0.00		0.00	0
10=	10=	Bates		0.00		0.00	0
10=	10=	Havas Worldwide		0.00		0.00	0
19	19	Ogilvy	Friesland Campina Project, Pernod Ricard Project, Hong Kong Airport Authority	0.45	SmarTone	-0.30	7
						8.8	52

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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	Zenith	Shangri-La Hotels and Resorts, DJI, Fortune Pharmacal, Klook	2.72	3M	2.68	6
2	1	PHD	ASANA Project, Travel Expert, Revlon, Eos Products	2.60		2.60	4
3	4	OMD	Quaker Project, Wheelock Properties Project, Healthology Biosciences	2.42	VISA	2.17	11
4	2	Carat	Bausch & Lomb, Supercell, King	1.92	New World Hotels & Resorts	1.88	8
5	7	Universal McCann	VF Group, Sony Pictures, Global Beauty(Digital), Carlsberg(Social)	1.85	ASANA Project	1.24	7
6	6	Starcom	VISA, Etihad Airways, 3M	0.41		0.40	5
7	9	MEC	Trinity(Digital), Hong Kong Airlines	0.24		0.24	9
8	8	Initiative	Suntory Cerebos	0.19	Sansiri	0.15	1
9	10	Dentsu Media	Finance Client	0.05		0.05	6
10-	11=	Vizeum		0.00		0.00	0
10-	11=	Maxus		0.00		0.00	0
12	5	Mindshare	Hin Sang Group, Porsche Centre Hong Kong, Boehringer Ingelheim	1.05	Bausch & Lomb	-0.13	4
13	13	MediaCom	Nan Fung Development	0.25	MetLife	-0.61	1
14	14	Havas Media	NBA, Philips, Open University of Hong Kong	0.06	Travel Expert	-1.33	4
						9.3	66

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.