



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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 | 2.19 | | 2.19 | 2 |
| 2 | 2 | DDB | Transportation Client | 1.50 | | 1.50 | 5 |
| 3 | 5 | Ogilvy | Wynn Hong Kong Project | 1.36 | | 1.36 | 4 |
| 4 | 3 | Leo Burnett | Wynn Project | 0.82 | | 0.82 | 2 |
| 5 | 4 | Kalido | AXA Customer experience, Johnson & Johnson Customer experience, | 0.80 | | 0.80 | 2 |
| 6 | 6 | Y&R | Dutch Lady | 0.30 | | 0.30 | 1 |
| 7- | - | AnalogFolk | Steelcase Digital | 0.20 | | 0.20 | 1 |
| 7- | - | RFI Asia | Uber Project | 0.20 | | 0.20 | 1 |
| 9 | 7 | McCann WorldGroup | Transamerica Project, Snowbrand (3size) Project | 0.14 | | 0.14 | 3 |
| 10- | 8 | WE Communications | The Cheesecake Factory Communication | 0.10 | | 0.10 | 1 |
| 10- | 9 | Healthcare | Johnson & Johnson Marketing | 0.10 | | 0.10 | 1 |
| 12 | 10= | MullenLowe Group | | 0.00 | | 0.00 | 0 |
| 13 | 10= | Isobar | | 0.00 | | 0.00 | 0 |
| 14 | 10= | TBWA | | 0.00 | | 0.00 | 0 |
| 15 | 10= | Saatchi & Saatchi | | 0.00 | | 0.00 | 0 |
| 16 | 10= | FCB | | 0.00 | | 0.00 | 0 |
| 17 | 10= | BBDO | | 0.00 | | 0.00 | 0 |
| 18 | 10= | Publicis | | 0.00 | | 0.00 | 0 |
| | | | | | | 7.7 | 23 |

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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 | 4 | OMD | Wyeth Nutrition, Concordia Project, H3C Project | 0.83 | | 0.83 | 9 |
| 4 | 3 | Vizeum | YOOX | 0.62 | | 0.62 | 3 |
| 5 | 5 | Universal McCann | Coach Global | 0.14 | | 0.14 | 2 |
| 6 | 7= | Havas Media | Emirates | 0.03 | | 0.03 | 1 |
| 7 | 6 | dentsu X | Healthcare Client | 0.02 | | 0.02 | 1 |
| 8- | 7= | Initiative | | 0.00 | | 0.00 | 0 |
| 8- | 7= | Mediavest Spark | | 0.00 | | 0.00 | 0 |
| 8- | 7= | Starcom | | 0.00 | | 0.00 | 0 |
| 11 | 12 | Zenith | | 0.00 | Tourism Client | -0.13 | 0 |
| 12 | 13 | MediaCom | Uber | 0.15 | Food Client | -0.16 | 1 |
| 13 | 7= | MEC | | 0.00 | British Council | -1.17 | 0 |
| 14 | 15 | PHD | HP(digital) | 0.05 | Standard Chartered Bank | -1.45 | 1 |
| | | | | | | 8.7 | 44 |

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.