

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 2018

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	Leo Burnett	Cathay Pacific, Novotown Project, Vanke Project, HKT Project, Samsonite, Sino Project	9.52		9.52	8
2	5	DDB	Hotels.com Asia	3.78		2.88	14
3	3	J Walter Thompson	Nikon Digital , Sino Hotels Project, Davidoff	2.84	Edgewell	2.84	9
4	1	Publicis	Genting Cruise Lines Project, Mead Johnson - Digital Production Project, Mercedes-Benz	2.71		2.71	7
5	4	McCann WorldGroup	Pharma Client	2.52		2.52	31
6	10	Digitas	Cathay Pacific, Black Rock Project, Victoria Secrets	2.31		2.31	5
7	9	Saatchi & Saatchi	National Geographic Ultimate Explorer, Sino Ocean	2.13		2.13	3
8	6	Luminous	Manulife Project, City of Dream Project, Chanel Project	2.12		2.12	5
9	7	Ogilvy	Travel & Leisure Brand Project	1.28		1.28	5
10	8	Isobar	Real Estate Client	0.97		0.97	6
11	11	Havas Worldwide	Hong Kong Baptist University Project, Healthy Options Project, adidas Project, Mentholatum Project	0.64		0.57	6
12	12	TBWA	DIDI Science and Technology	0.40		0.40	1
13	15	FCB		0.25		0.25	1
14	14	Dentsu	FMCG Client	0.24		0.24	6
15-	13	Critical Mass	Mitsubishi Motors	0.00		0.00	1
15-	16=	Kalido		0.00		0.00	0
15-	16=	Society		0.00		0.00	0
15-	16=	RFI Asia		0.00		0.00	0
15-	16=	Y&R		0.00		0.00	0
15-	16=	AnalogFolk		0.00		0.00	0
						23.2	109

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 2018

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	Microsoft	3.97	adidas Buying	3.05	9
2	5	Mindshare	Hong Kong Disneyland AOR (SEM), Hong Kong Airport Authority, Focus Entertainment	3.27	Hong Kong Telecom Project	2.75	24
3	2	OMD	Kayak, Wellcome Cash Group, Qantas	3.70	Old Town Coffee	2.61	13
4	3	Vizeum	Manufacture Client	2.03		2.03	3
5	4	MediaCom	Mars, Shell, Adidas Buying, Hilton Global, Bose	2.00	Hong Kong Telecom Project	1.88	6
6	6	PHD	Hong Kong Jockey Club, HSBC	2.55	Diageo	0.87	6
7	7	M2M	British Motors Project	0.30		0.30	2
8	8=	Spark Foundry	Marriott, Lenovo	0.30		0.30	3
9-	8=	Havas Media	Moda Operandi	0.25		0.25	1
9-	8=	iProspect	cpjobs.com (Digital)	0.25		0.25	1
11	12	dentsu X	Electronics Client	0.25		0.21	3
12	13	Initiative	M&G Invertment, Revlon	0.16		0.16	3
13	14	GroupM		0.00		0.00	0
14	11	Wavemaker	Samsonite, Amore Pacific, H&H(Swisse)	0.83	Hong Kong Disneyland AOR (SEM)	-0.03	3
15	15	Zenith		0.00	Future Motors-Product	-0.47	0
16	16	Universal McCann	Blue AVIVA, Hong Kong Telecom Project, Old Town Coffee	1.21	Cathay Pacific	-0.97	10
17	17	Starcom		0.10	Mars Buying	-1.23	1
						12.0	88

### 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.