

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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	DDB	Mead Johnson Project, The Peak Galleria Project	5.77		5.77	19
2	2	Leo Burnett	Wynn Project, Concordia Project	2.22		2.22	5
3	3	J Walter Thompson	MGM cotai	2.19		2.19	2
4	4	Ogilvy	Wynn Hong Kong Project, Waters Corporation Project	1.70		1.70	6
5	6	McCann WorldGroup	Sloggi Project, McDonald Greater China Project, Transamerica Project	1.52		1.52	14
6	5	Isobar	Retail Client	1.14		1.14	8
7	7	Kalido	AXA Customer experience, Johnson & Johnson Customer experience,	0.80		0.80	2
8	8	Society	Nike Social, Converse Social	0.60		0.60	2
9	9	Publicis	Citibank Project, BOCI Prudential Project, China Mobile Project	0.81		0.51	5
10	10	RFI Asia	Uber Project	0.40		0.40	3
11=	11=	DigitasLBi	Electrolux Project	0.35		0.35	2
11=	11=	Y&R	Dutch Lady	0.30		0.30	1
13=	13=	AnalogFolk	Steelcase Digital	0.20		0.20	1
13=	13=	Havas Worldwide	Kotex (Kimberly Clark) Project	0.20		0.20	1
13=	13=	Dentsu	SCMP's cpjobs.com	0.20		0.20	1
16	16	Tribal Worldwide	Allianz GI	0.17		0.17	1
17=	17=	WE Communications	The Cheesecake Factory Communication	0.10		0.10	1
17=	17=	Healthcare	Johnson & Johnson Marketing	0.10		0.10	1
19=	19=	Monimedia	Lan Kwai Fong Group Project	0.05		0.05	1
19=	19=	BBDO	AIDS Concern	0.05		0.05	1
						16.9	80

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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	2	Mindshare	Ikea, Kentac, Tsui Wah Cafeteria	7.32	Kimberly-Clark	7.07	21
2	1	Carat	British Council, Standard Chartered Bank	6.30	Lego	6.10	20
3	7	dentsu X	Healthcare Client	1.13		1.13	14
4	6	OMD	Qantas Airlines, HKICPA Project, WingOn Travel Project, Manualife Asset Management Project	1.89	Kraft Heinz	1.06	18
5	4	Universal McCann	Folli Follie, Duty Zero, Galaxy - Dean & Deluka Social media	0.97		0.97	11
6	3	GroupM	LVMH	1.00	Café de Coral	0.80	1
7	5	Vizeum	YOOX	0.62		0.62	3
8	8	Initiative	Lego, Nike(Social), PacSafe, Converse Project	0.62		0.62	6
9	9	Havas Media	Lisboa Hotels, Emirates, Hutchison	0.36		0.36	3
10	10	Starcom	Kraft Heinz	0.35		0.15	1
11	11	MediaCom	Uber, Akzo Nobel Paints	0.38	Food Client	0.02	3
12	12	Spark Foundry		0.00		0.00	0
13	13	Wavemaker	Kimberly-Clark Corporation, Biostime	0.90	British Council	-0.42	3
14	14	Zenith		0.00	Tourism Client	-1.13	0
15	15	PHD	Transunion New Project Project, Café de Coral, Chow Sang Sang	0.36	Unilever Communications Planning	-1.19	6
						16.2	110

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.