

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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	Leo Burnett	Cathay Pacific, Novotown Project, Vanke Project, HKT Project, Samsonite, Sino Project	9.52		9.52	8
2	3	Publicis	Mead Johnson - A+ Project, Manulife Asset Management Project, Mead Johnson - Enfinitas 2019 HK campaign Project, Expedia Project	4.46		4.46	15
3	2	J Walter Thompson	Midea Washing Machine, Vitasoy, Honma Golf, Dupont-Coteva	3.86	Edgewell	3.86	27
4	4	DDB	Hotels.com Asia	4.56		3.66	17
5	6	Luminous	OMEGA Project, Philip Morris Project, Alibaba Project, Adidas Project, Manulife Project	3.43		3.43	18
6	7	Saatchi & Saatchi	Siemens Home Appliances, Suzhou Yanload Project, National Geographic Ultimate Explorer, Sino Ocean	2.80		2.80	6
7	8	Digitas	Cathay Pacific, Black Rock Project, Victoria Secrets	2.73		2.73	7
8	10	Ogilvy	Phoenix- South Malls Launch Project, IVPS Project, Timberland Project, British Airways Project	2.31		2.31	12
9	9	KRDS	HP Inc., Ministry of Social and Family Development, Oversea-Chinese Banking Corporation, Prudential Assurance Company Singapore Pte Ltd	2.04		2.04	
10	11	Isobar	Real Estate Client	1.36		1.36	9
11	5	McCann WorldGroup	Vitasoy Project, Peak Tramway Project, Cindy Cao The Art Jewel Project, Ztore Project	2.86	Cathay Pacific	1.23	39
12	12	Havas Worldwide	Hong Kong Baptist University Project, Healthy Options Project, Adidas Project, Mentholatum	0.64		0.57	6
13	13	TBWA	DIDI Science and Technology	0.40		0.40	1
14	15	Dentsu	FMCG Client	0.24		0.24	6
15	14	FCB	Kimberly Clark Global	0.25		0.24	1
16	16	M&C Saatchi	Tourism Australia	0.18		0.18	1
17	21	McCann Health	Pharmaceutical Brand	0.02		0.02	2
18=	17=	Critical Mass	Mitsubishi Motors	0.00		0.00	1
18=	17=	Kalido		0.00		0.00	0
18=	17=	Society		0.00		0.00	0
						30.9	177

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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	Mindshare	BP, General Mills, City Chain Company Limited, Hysan Marketing Services Limited	4.94	American Express	4.07	32
2	2	OMD	Daimler, Inova, Kayak, Wellcome Cash Group, Qantas	4.21	Luxottica	2.91	17
3	3	Carat	Microsoft	3.97	General Mills	2.50	9
4	4	Vizeum	Manufacture Client	2.03		2.03	3
5	5	PHD	Hong Kong Jockey Club, HSBC	3.60	GlaxoSmithKline	1.62	7
6	6	MediaCom	Mars, Shell, Adidas Buying, Hilton Global, Bose	2.00	GSK	1.38	6
7	8	Spark Foundry	Lenovo / Motorola, Marriott	0.73		0.73	4
8	7	Havas Media	De Beers, Moda Operandi	0.35		0.35	3
9	18	Dentsu Aegis Network	Insurance Brand	0.28		0.28	5
10	9	iProspect	cpjobs.com (Digital)	0.25		0.25	1
11	10	dentsu X	Electronics Client	0.25	Airline Brand	0.21	3
12	11	M2M	Blue Branding , British Motors Project	0.20		0.20	2
13	13	Zenith	Luxottica, Lactalis, Ralph Lauren, GSK	0.66	Future Motors-Product	0.19	4
14	12	Initiative	M&G Invertment, Revlon	0.16		0.16	3
15	14	Wavemaker	Samsonite, Amore Pacific, H&H(Swisse)	0.83	United Airlines	-0.06	3
16	15	GroupM		0.00	GlaxoSmithKline	-0.54	0
17	16	Universal McCann	Blue AVIVA, Hong Kong Telecom Project, Old Town Coffee	1.56	Cathay Pacific	-0.62	11
18	17	Starcom	Campbell Soup	0.10	Mars Buying	-1.23	1
						14.5	114

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.