



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 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	Publicis	Mercedes-Benz, UBS Project,	8.01		8.01	3
2	3=	J Walter Thompson	Sino Hotels Project, Hong Kong Trade Development Council Project, Davidoff	1.02		1.02	5
3	3=	DDB	Hotels.com Asia	1.00		1.00	1
4	3=	Ogilvy	Alcohol Brand	0.90		0.90	3
5	2	Leo Burnett	Sino Group - Sience Park Project	0.45		0.45	1
6	3=	Isobar	Real Estate Client	0.38		0.38	2
7	3=	McCann WorldGroup	Pharma Client	0.32		0.32	2
8	3=	Dentsu	FMCG Client	0.22		0.22	2
9-	3=	Kalido		0.00		0.00	0
9-	3=	Society		0.00		0.00	0
9-	3=	RFI Asia		0.00		0.00	0
9-	3=	DigitasLbi		0.00		0.00	0
9-	3=	Y&R		0.00		0.00	0
9-	3=	AnalogFolk		0.00		0.00	0
9-	3=	Havas Worldwide		0.00		0.00	0
9-	3=	Tribal Worldwide		0.00		0.00	0
9-	3=	WE Communications		0.00		0.00	0
9-	3=	Healthcare		0.00		0.00	0
9-	3=	Monimedia		0.00		0.00	0
9-	3=	FCB		0.00		0.00	0
						4.9	19



2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 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	Retail Client	2.77		2.77	6
2	3	OMD	Wellcome Cash Group, Qantas, Transition	2.95	H&M	2.31	9
3	2	Vizeum	Manufacture Client	2.03		2.03	3
4	4	Mindshare	DiageoDeliverooWellcome Project	0.59		0.59	5
5	8	Havas Media	Moda Operandi	0.25		0.25	1
6	9	Spark Foundry	Marriott	0.10		0.10	1
7-	5	Initiative	M&G Invertment	0.03		0.03	1
7-	6	MediaCom	Bose	0.03		0.03	1
9	11	dentsu X	Electronics Client	0.06	Citizen	0.02	2
10	7	GroupM		0.00		0.00	0
11	12	Zenith		0.00	FMCG Client	-0.16	0
12	10	Wavemaker	Samsonite	0.01	Campbell Soup	-0.25	1
13	13	Universal McCann	H&MBoehringer IngelheimLVMH - Tag Heuer + Hublot	0.97	Wellcome	-0.28	5
14	15	Starcom		0.00	FMCG Client	-0.75	0
15	14	PHD	FMCG Client	0.80	Diageo	-0.85	2
						5.8	37

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.