



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 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 | 9 | Publicis | Mercedes-Benz, UBS Project, | 7.81 | | 7.81 | 2 |
| 2 | 2 | Leo Burnett | Sino Group - Sicence Park Project | 0.45 | | 0.45 | 1 |
| 3- | 1 | DDB | | 0.00 | | 0.00 | 0 |
| 3- | 3 | J Walter Thompson | | 0.00 | | 0.00 | 0 |
| 3- | 4 | Ogilvy | | 0.00 | | 0.00 | 0 |
| 3- | 5 | McCann WorldGroup | | 0.00 | | 0.00 | 0 |
| 3- | 6 | Isobar | | 0.00 | | 0.00 | 0 |
| 3- | 7 | Kalido | | 0.00 | | 0.00 | 0 |
| 3- | 8 | Society | | 0.00 | | 0.00 | 0 |
| 3- | 10 | RFI Asia | | 0.00 | | 0.00 | 0 |
| 3- | 11= | DigitasLBi | | 0.00 | | 0.00 | 0 |
| 3- | 11= | Y&R | | 0.00 | | 0.00 | 0 |
| 3- | 13= | AnalogFolk | | 0.00 | | 0.00 | 0 |
| 3- | 13= | Havas Worldwide | | 0.00 | | 0.00 | 0 |
| 3- | 13= | Dentsu | | 0.00 | | 0.00 | 0 |
| 3- | 16 | Tribal Worldwide | | 0.00 | | 0.00 | 0 |
| 3- | 17= | WE Communications | | 0.00 | | 0.00 | 0 |
| 3- | 17= | Healthcare | | 0.00 | | 0.00 | 0 |
| 3- | 19= | Monimedia | | 0.00 | | 0.00 | 0 |
| 3- | 21 | FCB | | 0.00 | | 0.00 | 0 |
| | | | | | | 3.8 | 22 |

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 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 | Carat | Retail Client | 2.49 | | 2.49 | 5 |
| 2 | 7 | Vizeum | Manufacture Client | 2.03 | | 2.03 | 3 |
| 3 | 4 | OMD | Wellcome Cash GroupEssilor | 1.50 | H&M | 0.86 | 3 |
| 4 | 1 | Mindshare | FMCG Client | 0.28 | | 0.28 | 2 |
| 5 | 8 | Initiative | M&G Invertment | 0.03 | | 0.03 | 1 |
| 6 | 11 | MediaCom | Bose | 0.03 | | 0.03 | 1 |
| 7 | 6 | GroupM | | 0.00 | | 0.00 | 0 |
| 8 | 9 | Havas Media | | 0.00 | | 0.00 | 0 |
| 9 | 12 | Spark Foundry | | 0.00 | | 0.00 | 0 |
| 10 | 13 | Wavemaker | | 0.00 | | -0.03 | 0 |
| 11 | 3 | dentsu X | | 0.00 | Citizen | -0.04 | 0 |
| 12 | 14 | Zenith | | 0.00 | FMCG Client | -0.16 | 0 |
| 13 | 5 | Universal McCann | H&MBoehringer IngelheimLVMH - Tag Heuer + Hublot | 0.97 | Wellcome | -0.28 | 5 |
| 14 | 15 | PHD | | 0.80 | Retail Client | -0.70 | 2 |
| 15 | 10 | Starcom | | 0.00 | FMCG Client | -0.75 | 0 |
| | | | | | | 3.8 | 22 |

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.