

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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, AXA Project	9.52		9.52	5
2	4	Leo Burnett	Novotown Project, Vanke Project, HKT Project, Samsonite, Sino Project	3.54		3.54	7
3	3	J Walter Thompson	Nikon Digital , Sino Hotels Project, Davidoff	2.69	Edgewell	2.69	9
4	5	McCann WorldGroup	Pharma Client	2.27		2.27	26
5	2	DDB	Hotels.com Asia	3.10		2.20	11
6	8	Luminous	Manulife Project, City of Dream Project, Chanel Project	2.12		2.12	5
7	6	Ogilvy	Travel & Leisure Brand Project	1.28		1.28	5
8	7	Isobar	Real Estate Client	0.97		0.97	6
9	9	Saatchi & Saatchi	National Geographic Ultimate Explorer, Sino Ocean	0.83		0.83	3
10	11	Digitas	Victoria Secrets, Marriott, Rosewood (NWH) Project	0.57		0.57	3
11	10	Havas Worldwide	adidas Project, Mentholatum Project, Huggies Diaper / Kimberly Clark	0.58		0.51	4
12	12	TBWA	DIDI Science and Technology	0.40		0.40	1
13	13	Critical Mass	Mitsubishi Motors	0.30		0.30	1
14	14	Dentsu	FMCG Client	0.24		0.24	6
15	24	FCB		0.15		0.15	1
16-	15=	Kalido		0.00		0.00	0
16-	15=	Society		0.00		0.00	0
16-	15=	RFI Asia		0.00		0.00	0
16-	15=	Y&R		0.00		0.00	0
16-	15=	AnalogFolk		0.00		0.00	0
						20.1	94

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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	3.72	9
2	2	OMD	Wellcome Cash Group, Qantas, The Mills Project, Barilla	3.45	Old Town Coffee	2.36	12
3	3	Vizeum	Manufacture Client	2.03		2.03	3
4	6	MediaCom	Mars, Shell, Adidas Buying, Hilton Global, Bose	1.33	Revlon	1.23	6
5	4	Mindshare	Hong Kong Airport Authority, Focus Entertainment, BlackRock	2.15	HSBC	1.02	21
6	5	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=	Havas Media	Moda Operandi	0.25		0.25	1
8=	8=	Spark Foundry	Marriott, Lenovo	0.25		0.25	2
8=	8=	iProspect	cpjobs.com (Digital)	0.25		0.25	1
11	11	Wavemaker	Samsonite, Amore Pacific, H&H(Swisse)	0.83	BlackRock	0.22	3
12	12	dentsu X	Electronics Client	0.25	Marriott	0.21	3
13	13	Initiative	M&G Invertment, Revlon	0.16		0.16	3
14	14	GroupM		0.00		0.00	0
15	15	Zenith		0.00	Future Motors-Product	-0.22	0
16	16	Universal McCann	Old Town Coffee, Wilson Communication Project, H&M	1.07	Invisalign Hong Kong	-0.22	7
17	17	Starcom		0.10	Mars Buying	-1.23	1
						11.2	80

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.