

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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	9.12		9.12	3
2	3	DDB	Hotels.com Asia	3.10		3.10	11
3	2	J Walter Thompson	Nikon Digital , Sino Hotels Project, Davidoff	2.69	Edgewell	2.69	9
4	4	Leo Burnett	Novotown Project, Vanke Project, HKT Project, Samsonite, Sino Project	2.64		2.64	6
5	5	McCann WorldGroup	Pharma Client	1.96		1.96	19
6	6	Ogilvy	Travel & Leisure Brand Project	0.98		0.98	4
7	7	Isobar	Real Estate Client	0.97		0.97	6
8	8	Luminous	Manulife Project, City of Dream Project, Chanel Project	0.87		0.87	3
9	9	Saatchi & Saatchi	National Geographic Ultimate Explorer, Sino Ocean	0.83		0.83	3
10	10	Havas Worldwide	adidas Project, Mentholatum Project, Huggies Diaper / Kimberly Clark	0.58		0.58	4
11	11	Digitas	Victoria Secrets, Marriott, Rosewood (NWH) Project	0.57		0.57	3
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-	15=	Kalido		0.00		0.00	0
15-	15=	Society		0.00		0.00	0
15-	15=	RFI Asia		0.00		0.00	0
15-	15=	Y&R		0.00		0.00	0
15-	15=	AnalogFolk		0.00		0.00	0
15-	15=	Tribal Worldwide		0.00		0.00	0
						17.9	80

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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	H&M	2.44	12
3	3	Vizeum	Manufacture Client	2.03		2.03	3
4	5	Mindshare	BlackRock, Future Motors Product, NYX Professional Make Up	1.48	HSBC	0.98	19
5	4	PHD	Hong Kong Jockey Club, HSBC	2.55	Diageo	0.87	6
6	10	MediaCom	adidas Buying, Hilton Global, Bose	0.40	Revlon	0.30	3
7	-	M2M	British Motors Project	0.30		0.30	2
8-	6	Havas Media	Moda Operandi	0.25		0.25	1
8-	8	Spark Foundry	Marriott, Lenovo	0.25		0.25	2
8-	-	iProspect	cpjobs.com (Digital)	0.25		0.25	1
11	7	Wavemaker	Samsonite, Amore Pacific, H&H(Swisse)	0.83	BlackRock	0.22	3
12	11	dentsu X	Electronics Client	0.25	Citizen	0.21	3
13	9	Initiative	M&G Invertment, Revlon	0.16		0.16	3
14	12	GroupM		0.00		0.00	0
15	13	Zenith		0.00	Future Motors-Product	-0.22	0
16	14	Universal McCann	H&MBoehringer IngelheimLVMH - Tag Heuer + Hublot	0.97	Invisalign Hong Kong	-0.31	5
17	15	Starcom		0.10	H&H(Swisse)	-0.93	1
						10.5	73

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.