



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	5	Leo Burnett	Vanke Project, HKT Project, Sino Group - Sience Park Project	1.70		1.70	3
3	3	DDB	Hotels.com Asia	1.45		1.45	4
4	7	McCann WorldGroup	Pharma Client	1.42		1.42	11
5	2	J Walter Thompson	Sino Hotels Project, Hong Kong Trade Development Council Project, Davidoff	1.02		1.02	5
6	4	Ogilvy	Alcohol Brand	0.90		0.90	3
7	6	Isobar	Real Estate Client	0.89		0.89	5
8	23	Saatchi & Saatchi	National Geographic Ultimate Explorer	0.45		0.45	1
9	26	TBWA	DIDI Science and Technology	0.40		0.40	1
10	9=	Havas Worldwide	adidas Project, Mentholatum Project	0.38		0.38	2
11	-	Luminous	Manulife Project	0.23		0.23	1
12	8	Dentsu	FMCG Client	0.22		0.22	2
13	9=	Digitas	Victoria Secrets	0.16		0.16	1
14-	9=	Kalido		0.00		0.00	0
14-	9=	Society		0.00		0.00	0
14-	9=	RFI Asia		0.00		0.00	0
14-	9=	Y&R		0.00		0.00	0
14-	9=	AnalogFolk		0.00		0.00	0
14-	9=	Tribal Worldwide		0.00		0.00	0
14-	9=	WE Communications		0.00		0.00	0
						9.8	42

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	2	OMD	Wellcome Cash Group, Qantas, Transition	2.95	H&M	2.31	9
3	3	Vizeum	Manufacture Client	2.03		2.03	3
4	4	Mindshare	Investor Education CentreBoehringer IngelheimDidi Hong Kong	0.93		0.93	9
5	5	Havas Media	Moda Operandi	0.25		0.25	1
6	6	Spark Foundry	Marriott	0.10		0.10	1
7=	7=	Initiative	M&G Invertment	0.03		0.03	1
7=	7=	MediaCom	Bose	0.03		0.03	1
9	9	dentsu X	Electronics Client	0.06	Citizen	0.02	2
10	10	GroupM		0.00		0.00	0
11	11	Zenith		0.00	FMCG Client	-0.18	0
12	13	Universal McCann	H&MBoehringer IngelheimLVMH - Tag Heuer + Hublot	0.97	Wellcome	-0.28	5
13	12	Wavemaker	Samsonite	0.01	Campbell Soup	-0.45	1
14	15	PHD	FMCG Client	1.05	Diageo	-0.60	4
15	14	Starcom		0.00	FMCG Client	-0.75	0
						6.2	43

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.