



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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	2	J Walter Thompson	Nikon Digital , Sino Hotels Project, Davidoff	2.69	Edgewell	2.69	9
3	5	DDB	Hotels.com Asia	2.43		2.43	8
4	3	Leo Burnett	Vanke Project, HKT Project, Samsonite, Sino Project	2.07		2.07	5
5	4	McCann WorldGroup	Pharma Client	1.53		1.53	12
6	6	Ogilvy	Travel & Leisure Brand Project	0.98		0.98	4
7	7	Isobar	Real Estate Client	0.97		0.97	6
8	9	Luminous	Manulife Project, City of Dream Project, Chanel Project	0.87		0.87	3
9	8	Saatchi & Saatchi	National Geographic Ultimate Explorer, Sino Ocean	0.83		0.83	3
10	11	Havas Worldwide	adidas Project, Mentholatum Project, Huggies Diaper / Kimberly Clark	0.58		0.58	4
11	14	Digitas	Victoria Secrets, Marriott, Rosewood (NWH) Project	0.57		0.57	3
12	10	TBWA	DIDI Science and Technology	0.40		0.40	1
13	12	Critical Mass	Mitsubishi Motors	0.30		0.30	1
14	13	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
						16.3	69

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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	3.27		3.27	7
2	2	OMD	Wellcome Cash Group, Qantas, Transition	3.10	H&M	2.46	10
3	3	Vizeum	Manufacture Client	2.03		2.03	3
4	4	PHD	Hong Kong Jockey Club, HSBC	2.55	Diageo	0.87	6
5	5	Mindshare	BlackRock, Future Motors Product, NYX Professional Make Up	1.15	HSBC	0.65	12
6	6	Havas Media	Moda Operandi	0.25		0.25	1
7	12	Wavemaker	Samsonite, Amore Pacific, H&H(Swisse)	0.83	BlackRock	0.22	3
8	7	Spark Foundry	Marriott	0.10		0.10	1
9	8=	Initiative	M&G Invertment	0.06		0.06	2
10	8=	MediaCom	Bose	0.03		0.03	1
11	10	dentsu X	Electronics Client	0.06	Citizen	0.02	2
12	11	GroupM		0.00		0.00	0
13	13	Zenith		0.00	Future Motors-Product	-0.22	0
14	14	Universal McCann	H&MBoehringer IngelheimLVMH - Tag Heuer + Hublot	0.97	Wellcome	-0.28	5
15	15	Starcom		0.10	H&H(Swisse)	-0.93	1
						8.5	54

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.