

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 2017

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	DDB	Mead Johnson Project, The Peak Galleria Project	5.02		5.02	18
2	2	Leo Burnett	Wynn Project, Concordia Project	2.22		2.22	5
3	3	J Walter Thompson	MGM cotai	2.19		2.19	2
4	4	Ogilvy	Wynn Hong Kong Project, Waters Corporation Project	1.70		1.70	6
5	5	Isobar	Retail Client	1.14		1.14	8
6	7	McCann WorldGroup	Sloggi Project, McDonald Greater China Project, Transamerica Project	0.87		0.87	12
7	6	Kalido	AXA Customer experience, Johnson & Johnson Customer experience,	0.80		0.80	2
8	8	Society	Nike Social, Converse Social	0.60		0.60	2
9	9	Publicis	Citibank Project, BOCI Prudential Project, China Mobile Project	0.81		0.51	5
10	10	RFI Asia	Uber Project	0.40		0.40	3
11=	11=	Y&R	Dutch Lady	0.30		0.30	1
11=	11=	DigitasLBi	Electrolux Project	0.30		0.30	1
13=	13=	AnalogFolk	Steelcase Digital	0.20		0.20	1
13=	13=	Havas Worldwide	Kotex (Kimberly Clark) Project	0.20		0.20	1
13=	15	Dentsu	SCMP's cpjobs.com	0.20		0.20	1
16	16	Tribal Worldwide	Allianz GI	0.17		0.17	1
17=	17=	WE Communications	The Cheesecake Factory Communication	0.10		0.10	1
17=	17=	Healthcare	Johnson & Johnson Marketing	0.10		0.10	1
19=	19=	Monimedia	Lan Kwai Fong Group Project	0.05		0.05	1
19=	19=	BBDO	AIDS Concern	0.05		0.05	1
						15.4	76

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 2017

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	British Council, Standard Chartered Bank	6.30	Lego	6.25	20
2	2	Mindshare	Hong Kong Disneyland, I-ne, Hong Kong Tennis Association (Digital), Diageo	5.19	Kimberly-Clark	4.87	11
3	3	GroupM	LVMH	1.00	Café de Coral	0.80	1
4	4	Universal McCann	Duty Zero, Galaxy - Dean & DeLuca Social media	0.78		0.78	10
5	5	Vizeum	YOOX	0.62		0.62	3
6	6	OMD	HKICPA Project, WingOn Travel Project, Manualife Asset Management Project	1.40	Kraft Heinz	0.57	17
7	7	dentsu X	Healthcare Client	0.55		0.55	12
8	8	Initiative	Lego, Nike(Social), PacSafe, Converse Project	0.37		0.37	5
9	9	Havas Media	Lisboa Hotels, Emirates, Hutchison	0.36		0.36	3
10	10	Starcom	Kraft Heinz	0.35		0.15	1
11	12	MediaCom	Uber, Akzo Nobel Paints	0.38	Food Client	0.02	3
12	11	Spark Foundry		0.00		0.00	0
13	13	MEC	Kimberly-Clark Corporation	0.40	British Council	-0.77	2
14	14	Zenith		0.00	Tourism Client	-1.13	0
15	15	PHD	Transunion New Project Project, Café de Coral, Chow Sang Sang	0.36	Unilever Communications Planning	-1.19	6
						12.2	94

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.