

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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	3.87		3.87	15
2	3	Leo Burnett	Wynn Project, Concordia Project	2.22		2.22	5
3	2	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	6	Kalido	AXA Customer experience, Johnson & Johnson Customer experience,	0.80		0.80	2
7	11	McCann WorldGroup	McDonald Greater China Project, Lee Jeans China Project, Transamerica Project	0.67		0.67	10
8	7	Society	Nike Social, Converse Social	0.60		0.60	2
9	16=	Publicis	BOCI Prudential Project, China Mobile Project, Kinder Project	0.76		0.46	4
10	8	RFI Asia	Uber Project	0.40		0.40	3
11=	9=	Y&R	Dutch Lady	0.30		0.30	1
11=	9=	DigitasLBi	Electrolux Project	0.30		0.30	1
13=	12	AnalogFolk	Steelcase Digital	0.20		0.20	1
13=	23	Havas Worldwide	Kotex (Kimberly Clark) Project	0.20		0.20	1
15	24	Dentsu	SCMP's cpjobs.com	0.20		0.20	1
16	13	Tribal Worldwide	Allianz GI	0.17		0.17	1
17=	14=	WE Communications	The Cheesecake Factory Communication	0.10		0.10	1
17=	14=	Healthcare	Johnson & Johnson Marketing	0.10		0.10	1
19=	-	Monimedia	Lan Kwai Fong Group Project	0.05		0.05	1
19=	16=	BBDO	AIDS Concern	0.05		0.05	1
						15.0	69

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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		6.30	20
2	2	Mindshare	I-ne, Hong Kong Tennis Association (Digital), Diageo, L'Oreal Hong Kong	4.14	Kimberly-Clark	3.82	9
3	3	GroupM	LVMH	1.00	Café de Coral	0.80	1
4	5	Universal McCann	Galaxy - Dean & DeLuca Social media, BMW - Macau Grand Prix Social media	0.68		0.68	9
5	4	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	0.45		0.45	10
8	10	Initiative	Nike(Social), PacSafe, Converse Project	0.32		0.32	4
9	8	Havas Media	Emirates, Hutchison	0.28		0.28	2
10	9	Starcom	Kraft Heinz	0.35		0.15	1
11	11	Spark Foundry		0.00		0.00	0
12	12	MediaCom	Uber	0.35	Food Client	-0.00	2
13	13	Wavemaker	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	Standard Chartered Bank	-1.14	6
						10.9	86

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.