

2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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	Leo Burnett	Cathay Pacific, Novotown Project, Vanke Project, HKT Project, Samsonite, Sino Project	9.52		9.52	8
2	2	DDB	Hotels.com Asia	4.56		3.66	17
3	3	J Walter Thompson	Dupont-Coteva, Edgewell, MeadJohnson, The Mills Project, Jebson Home Tech Co., Ltd. Project	3.46	Edgewell	3.46	20
4	4	Publicis	Alliance Bernstein Project, Genting Cruise Lines Project, Mead Johnson - Digital Production Project, Mercedes-Benz	2.73		2.73	8
5	6	McCann WorldGroup	Cindy Cao The Art Jewel Project, Ztore Project, Carlsberg China Project, Pharma Client	2.71		2.71	37
6	7	Luminous	OMEGA Project, Philip Morris Project, Alibaba Project, Adidas Project, Manulife Project	2.66		2.66	9
7	5	Saatchi & Saatchi	Suzhou Yanload Project, National Geographic Ultimate Explorer, Sino Ocean	2.53		2.53	4
8	8	Digitas	Cathay Pacific, Black Rock Project, Victoria Secrets	2.31		2.31	5
9	10	Ogilvy	Timberland Project, British Airways Project, Atom Capital Project, Timberland Project, Travel & Leisure Brand Project	1.63		1.63	9
10	9	Isobar	Real Estate Client	1.35		1.35	8
11	11	Havas Worldwide	Hong Kong Baptist University Project, Healthy Options Project, Adidas Project, Mentholatum Project	0.64		0.57	6
12	12	TBWA	DIDI Science and Technology	0.40		0.40	1
13	13	FCB		0.25		0.25	1
14	14	Dentsu	FMCG Client	0.24		0.24	6
15-	15=	Critical Mass	Mitsubishi Motors	0.00		0.00	1
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=	VMLY&R		0.00		0.00	0
15-	15=	AnalogFolk		0.00		0.00	0
						26.0	141

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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	2	Mindshare	General Mills, City Chain Company Limited, Hysan Marketing Services Limited, Hong Kong Disneyland AOR (SEM)	4.83	American Express	4.07	31
2	3	OMD	Daimler, Inova, Kayak, Wellcome Cash Group, Qantas	4.21	Intel	2.94	17
3	1	Carat	Microsoft	3.97	General Mills	2.50	9
4	4	Vizeum	Manufacture Client	2.03		2.03	3
5	5	PHD	Hong Kong Jockey Club, HSBC	3.60	GlaxoSmithKline	1.62	7
6	6	MediaCom	Mars, Shell, Adidas Buying, Hilton Global, Bose	2.00	GSK	1.38	6
7	8	Havas Media	De Beers, Moda Operandi	0.35		0.35	3
8	7	Spark Foundry	Marriott, Lenovo	0.30		0.30	3
9	9	iProspect	cpjobs.com (Digital)	0.25		0.25	1
10	10	dentsu X	Electronics Client	0.25		0.21	3
11	12	M2M	Blue Branding , British Motors Project	0.20		0.20	2
12	11	Initiative	M&G Invertment, Revlon	0.16		0.16	3
13	13	Zenith	Ralph Lauren, GSK	0.60	Future Motors-Product	0.03	2
14	14	Wavemaker	Samsonite, Amore Pacific, H&H(Swisse)	0.83	United Airlines	-0.06	3
15	15	GroupM		0.00	GlaxoSmithKline	-0.54	0
16	16	Universal McCann	Blue AVIVA, Hong Kong Telecom Project, Old Town Coffee	1.21	Cathay Pacific	-0.97	10
17	17	Starcom		0.10	Mars Buying	-1.23	1
						13.3	104

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.