

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	3.93		3.03	16
3	3	J Walter Thompson	The Mills Project, Jebesen Home Tech Co., Ltd. Project, Nikon Digital, Sino Hotels Project	2.98	Edgewell	3.01	11
4	4	Publicis	Alliance Bernstein Project, Genting Cruise Lines Project, Mead Johnson - Digital Production Project, Mercedes-Benz	2.73		2.73	8
5	7	Saatchi & Saatchi	Suzhou Yanload Project, National Geographic Ultimate Explorer, Sino Ocean	2.53		2.53	4
6	5	McCann WorldGroup	Pharma Client	2.52		2.52	32
7	8	Luminous	Adidas Project, Manulife Project, City of Dream Project, Chanel Project	2.44		2.44	6
8	6	Digitas	Cathay Pacific, Black Rock Project, Victoria Secrets	2.31		2.31	5
9	10	Isobar	Real Estate Client	1.35		1.35	8
10	9	Ogilvy	Timberland Project, Travel & Leisure Brand Project	1.31		1.31	6
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
						24.2	121

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	3.97	adidas Buying	3.05	9
2	2	Mindshare	Hong Kong Disneyland AOR (SEM), Hong Kong Airport Authority, Focus Entertainment	3.40	American Express	2.64	25
3	3	OMD	Kayak, Wellcome Cash Group, Qantas	3.70	Intel	2.43	13
4	4	Vizeum	Manufacture Client	2.03		2.03	3
5	6	PHD	Hong Kong Jockey Club, HSBC	3.60	GlaxoSmithKline	1.62	7
6	5	MediaCom	Mars, Shell, Adidas Buying, Hilton Global, Bose	2.00	GSK	1.38	6
7	8	Spark Foundry	Marriott, Lenovo	0.30		0.30	3
8	9=	Havas Media	De Beers, Moda Operandi	0.26		0.26	2
9	9=	iProspect	cpjobs.com (Digital)	0.25		0.25	1
10	11	dentsu X	Electronics Client	0.25		0.21	3
11	12	Initiative	M&G Invertment, Revlon	0.16		0.16	3
12	7	M2M	British Motors Project	0.15		0.15	1
13	15	Zenith	GSK	0.50	Future Motors-Product	0.03	1
14	14	Wavemaker	Samsonite, Amore Pacific, H&H(Swisse)	0.83	United Airlines	-0.06	3
15	13	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
						11.7	91

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.