

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 2016

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	Coca-Cola Brands, KVB Kunlun Project, China Mobile Project	6.52	Vita Tea	6.32	29
2	2	Ogilvy	Okada Project, Ceylon Tea Project, Nike Project	6.06	SmarTone	5.01	29
3	3	TBWA	Bellamy's Project, GoDaddy(Digital), SmarTone, Adidas Project, SCB Project	3.26		3.26	12
4	4	McCann WorldGroup	Nestle Project, Microsoft Project, Nolboo Project, Carlsberg Project	1.90		1.90	25
5=	5=	Saatchi & Saatchi	FWD Life Insurance Project, HSBC Project	1.50		1.50	6
5=	5=	FCB	Prudential	1.50		1.50	1
7	7	Mullen Lowe	The Peninsula Hotels(Digital)	1.00		1.00	1
8	8	BBDO	MetLife	0.50		0.50	2
9	9	Isobar	Tourism Client	0.49		0.49	6
10=	10=	Leo Burnett	Wheelock Project, Huawei Project, Sino Group Project	0.65	FMCG Client(Digital)	0.35	6
10=	10=	Publicis	P&G Swisse, HK Land Project, Renault, Atomic Floyd Project	0.35		0.34	5
12	12	Grey Group	P&G Project, MengNiu Project	0.33		0.33	4
13	13	Cedar	Hong Kong Tourism Board	0.20		0.20	1
14	15=	Havas Worldwide	Pedder Group	0.16		0.16	1
15	14	Dentsu	Taipan Bread & Cakes Project, Campbell Soup Project	0.06		0.06	4
16=	15=	J Walter Thompson		0.00		0.00	0
16=	15=	Y&R		0.00		0.00	0
16=	15=	M&C Saatchi		0.00		0.00	0
						22.9	132

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 2016

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	Bausch & Lomb, Supercell, King	6.29		6.29	34
2	3	Zenith	21st Century Fox, Shangri-La Hotels and Resorts, DJI	3.82	3M	3.78	8
3	2	Mindshare	Wearnes Motors, IKEA, Withings, Welend Loan	4.68	Bausch & Lomb	3.50	11
4	4	PHD	Travel Expert, Revlon, Eos Products, Fossil	3.26		3.26	7
5	5	OMD	Quaker Project, Machine Zone Project	3.13	VISA	1.94	20
6	6	Universal McCann	VF Group, Sony Pictures, Global Beauty(Digital), Carlsberg(Social)	1.77	ASANA Project	1.16	9
7	7	MEC	Lane Crawford, Trinity(Digital), Hong Kong Airlines	0.74		0.74	10
8	12	Dentsu Media	Finance Client	0.64		0.64	9
9	8	Starcom	Electronic Arts, VISA, Etihad Airways, 3M	0.46		0.45	6
10	9	Vizeum	FMCG Client	0.25		0.25	1
11	10	Mediavest Spark	Macau Galaxy	0.20		0.20	1
12	11	Initiative	Suntory Cerebos	0.19	Sansiri	0.15	1
13	13	Maxus		0.00		0.00	0
14	14	MediaCom	AIA, Nan Fung Development	0.75	MetLife	-1.14	2
15	15	Havas Media	NBA, Philips, Open University of Hong Kong	0.06	Travel Expert	-1.33	4
						19.9	123

### 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.