2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 2019

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	PlayStation, Sun Hung Kai Property - The Point Launch Campaign	3.5		3.5	12
2	5	Isobar	Insurance Company	2.7		2.7	21
3	2	Ogilvy	Confidential Project Project, Korean Air Social Retainer , Swire-Pacific Place Project , Levy Gorvy Project	2.4		2.4	14
4	3	McCann WorldGroup	PMI Project, Swire Project, 1010 Social Project, Shangri La China Project	2.2		2.2	14
5	4	M&C Saatchi	Smartone	1.0		1.0	1
6	6	Digitas	L'Hotel Project, China Mobile Project, Rosewood Hotel Group, Regal Hotel	1.0		1.0	6
7	7	Dentsu	Commercial banking company	0.6		0.6	9
8	8=	Anomaly	Johnnie Walker	0.1		0.1	1
9	8=	Publicis	Reckitt Benckiser - Dettol Project, Reckitt Benckiser - Move Free Project, Samsung Project	0.1		0.1	3
10	18	Saatchi & Saatchi	Hong Kong Land Project	0.1		0.1	1
11	11	MRM McCann	SCMP	0.1		0.1	2
12	12	Accenture Interactive	Arla	0.0		0.0	1
13	13=	Luminous	Haitong Project	0.0		0.0	1
14	13=	Merkley+Partners	Performix	0.0		0.0	1
15	15	Online Circle	Barilla	0.0		0.0	1
						13.9	88

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 2019

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	FrieslandCampina, Furniture retail company	2.2		2.2	5
2	9	MediaCom	Huawei Mobile, SK-II, Hotels.com	1.9		1.9	8
3	2	Vizeum	Food Delivery Company	1.9		1.9	1
4	3	OMD	Estee Lauder, MTRC, Chow Tai Fook, K11 Musea Project	1.6		1.6	5
5	6	Mindshare	Mreferral, Hong Kong Property Services, Now TV, UOB, AstraZeneca Project	1.4	Home products retail company	0.7	10
6	4	Universal McCann	SCMP Project, Brawl Stars - Bluespines Project, Invesco Project	0.3		0.3	4
7	5	Zenith	WeWork	0.4	Car Client	0.2	1
8	7	Havas Media	San Miguel	0.1		0.1	1
9	12	denstu X	Pharma Client	0.0		0.0	1
10	8	Wavemaker		0.0	Now TV	-0.2	0
11	10	PHD	Singapore Airlines	0.1	Financial Company	-0.3	1
12	12	Starcom		0.0	Investment banking company	-0.5	0
						7.5	37