

2019 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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	Wunderman Thompson	FMCG Company	4.2		4.0	6
2	3	Ogilvy	Dairy Farm, Mondelez, West Kowloon Cultural District Project	4.0		4.0	20
3	2	DDB	Dairy Farm, Hotels.com CRM Global, PlayStation	3.6		3.6	14
4	4	Isobar	Insurance Company	2.7		2.7	21
5	5	McCann WorldGroup	Google - Leads Generation Project, Estee Lauder / APAC Data Base Project	2.5		2.5	22
6	6	Digitas	Hong Kong Land Project, Mondelez, Standard Chartered Virtual Bank, Blue by Aviva	2.3		2.3	10
7	7	M&C Saatchi	Smartone	1.0		1.0	1
8	8	Dentsu	Commercial banking company	0.7		0.7	11
9	11	Leo Burnett	Guotai Junan Project, YF Life Insurance Project	0.5		0.5	2
10	9	Publicis	British Motor Project, Starbucks HK Project, Asia Miles Project	0.3		0.3	6
11	34	MullenLowe Group		0.2		0.2	1
12	10	Anomaly	Johnnie Walker	0.1		0.1	1
13-	12=	Saatchi & Saatchi	Hong Kong Land Project	0.1		0.1	1
13-	12=	MRM McCann	SCMP	0.1		0.1	2
15-	15=	Luminous	Haitong Project	0.0		0.0	1
15-	15=	Merkley+Partners	Performix	0.0		0.0	1
15-	15=	Online Circle	Barilla	0.0		0.0	1
						22.3	121

2019 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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	2	OMD	Nestle brands, Estee Lauder, MTRC, Chow Tai Fook, K11 Musea Project	4.2		4.2	9
2	1	Carat	Vodafone, FrieslandCampina, Furniture retail company	3.6	The Walt Disney Company	3.1	12
3	3	Vizeum	Food Delivery Company	2.0		2.0	3
4	4	MediaCom	Huawei Mobile, SK-II, Hotels.com	2.0		1.7	9
5	5	Mindshare	Dyson, Mreferral, Hong Kong Property Services, Now TV, UOB, AstraZeneca Project	1.7	Home products retail company	1.0	13
6	8	Zenith	WeWork, Disney	0.9	Car Client	0.7	2
7	6	Universal McCann	SCMP Project, Brawl Stars - Bluespines Project, Invesco Project,	0.3		0.3	5
8	9	Initiative	Deliveroo	0.1		0.1	1
9	10	denstu X	Pharma Client	0.0		0.0	1
10	9	Havas Media	San Miguel, Tripadvisor	0.20	AXA	-0.20	2
11	8	PHD	Singapore Airlines	0.1	Financial Company	-0.3	1
12	10	Starcom	AXA	0.4	Investment banking company	-0.7	2
13	12	Wavemaker		0.2	Now TV	-0.8	1
						11.2	61

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.