R3 WORLDWIDE

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 2020

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	Ogilvy	KFP Project, Jewel Changi Airport Project, HSBC Project	0.7		0.7	4
2	2	DDB	Hang Seng Index 50th Event Project	0.6		0.6	2
3	11	Leo Burnett	Tourism Client	0.6		0.6	1
4	14	Saatchi & Saatchi	HKIA Project, Melco Project	0.2		0.2	2
5	8	Publicis	Mead Johnson Project	0.1		0.1	1
6	4	BBDO	Haagen Dazs Project	0.1		0.1	2
7	3	McCann WorldGroup	FMCG Client	0.0		0.0	1
						2.3	13

R3 WORLDWIDE

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 2020

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	Mindshare	Ferrero	0.2		0.2	1
2	3	OMD	Ngong Ping 360	0.2	Hasbro	0.2	2
3	2	Universal McCann	Emirates Airlines	0.2		0.2	1
4	16	Havas Media	Hoiana, Book Depository	0.3	Emirates Airlines	0.2	2
5	17	PHD	Diageo	0.3	Ferrero	0.1	1
6	4	MediaCom	Hasbro,J Select	0.0	Tourism Client	-0.1	2
7	5	Carat		0.0	Diageo	-0.3	0
						0.4	9

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.