

## **2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

## Hong Kong / Mar 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	3	Leo Burnett	AXA Project, MPFA Project	0.7		0.7	3
2	1	Ogilvy	KFP Project, Jewel Changi Airport Project, HSBC Project	0.7		0.7	4
3	2	DDB	Hang Seng Index 50th Event Project	0.6		0.6	2
4	4	Saatchi & Saatchi	HKIA Project, Melco Project	0.2		0.2	2
5	8	Wunderman Thompson	HSBC	0.2		0.2	1
6	5	Publicis	Mead Johnson Project, NeoDerm Project	0.2		0.2	2
7	6	BBDO	Haagen Dazs Project, Chubb Life Project	0.1		0.1	3
						2.7	10

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## **2020 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Hong Kong / Mar 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	17	Carat	Power Client	1.9	Diageo	1.6	5
2	1	Mindshare	Ferrero	0.2		0.2	1
3	2	OMD	Ngong Ping 360	0.2	Hasbro	0.2	2
4	3	Universal McCann	Emirates Airlines	0.2		0.2	1
5	4	Havas Media	Hoiana, Book Depository	0.3	Emirates Airlines	0.2	2
6	5	PHD	Diageo	0.3	Ferrero	0.1	1
						1.0	14

## 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 R0I.

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