

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 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	0.5		0.5	4
3	2	OMD	Ngong Ping 360	0.3	Hasbro	0.3	3
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
						1.4	19

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.