

## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

## Hong Kong / May 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	2	Ogilvy	Pizza Hut, China Resources Project, Hong Kong Construction Association Project	1.8		1.8	11
2	3	DDB	Hang Seng Index 50th Event Project, HK Land, New World Prince Bay Brand Project	1.2		1.2	4
3	1	Leo Burnett	AXA Project, MPFA Project	0.7		0.7	3
4		VMLY&R		0.5		0.5	1
5	4	Saatchi & Saatchi	HKIA Project, Melco Project	0.2		0.2	2
6	5	Grey Group	Edgewell - Sun Care, Marriott Recovery, Tuborg Equity	0.2		0.2	6
7	6	Wunderman Thompson	HSBC	0.2		0.2	1
8	7	Publicis	Mead Johnson Project, NeoDerm Project	0.2		0.2	2
9	8	BBDO	Haagen Dazs Project, Chubb Life Project	0.1		0.1	3
10	9	McCann WorldGroup	Microsoft Project	0.1		0.1	2
					2020(Jan-May)	5.2	35
					20 <b>1</b> 9(Jan-May)	10.5	63

YoY Comparison: -51.0% -44.4

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

Hong Kong / May 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	Carat	Power Client	1.9		1.9	5
2	2	Mindshare	Ferrero	0.6		0.6	5
3	3	OMD	Ngong Ping 360, Grand Lisboa, Green Monday, Emma Mattress	0.4	Hasbro	0.4	6
4	4	Universal McCann	Emirates Airlines	0.4		0.4	3
5	5	Havas Media	Hoiana, Book Depository	0.3	Emirates Airlines	0.2	2
6	14	Starcom	Government Client	0.1		0.1	1
7	6	PHD	Diageo	0.3	Ferrero	0.1	1
					2020(Jan-May)	2.0	26
					2019(Jan-May)	4.7	21
					YoY Comparison:	-56.1%	23.8%
					2020 Creative & Media (Jan-May)	7.2	61
					2019 Creative & Media (Jan-May)	15.2	84

## **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.

YoY Comparison: