



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
YoY Comparison:	-52.5%	-27.4%

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.