

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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	DDB	Livi Virtual Bank, Invest HK Project, Manulife Investment Management	2.6		2.6	8
2	1	Ogilvy	Pernod Ricard and Allied Domecq Project, Pizza Hut, China Resources Project	2.1		2.1	12
3	11	Isobar	Finance Client	1.1		1.1	7
4	3	Leo Burnett	Alibaba Project, Generali Project, AXA Project, MPFA Project	0.9		0.9	5
5	5	Saatchi & Saatchi	HKIA Project, Melco Project, HKIA Project	0.8		0.8	3
6	4	VMLY&R	IT Client	0.5		0.5	1
7	14	Dentsu	Finance Client	0.3		0.3	3
8	6	Grey Group	Edgewell - Sun Care, Marriott Recovery, Tuborg Equity	0.2		0.2	6
9	7	Wunderman Thompson	HSBC	0.2		0.2	1
10	10	McCann WorldGroup	Microsoft Project, Starbucks Project	0.2		0.2	3
11	8	Publicis	Mead Johnson Project, NeoDerm Project	0.2		0.2	2
12	9	BBDO	Haagen Dazs Project, Chubb Life Project	0.1		0.1	3

2020(Jan-May)	9.0	54
2019(Jan-May)	13.2	81
YoY Comparison:	-31.3%	-33.3%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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)	3.9	46
2019(Jan-May)	5.6	26
YoY Comparison:	-31.3%	76.9%

2020 Creative & Media (Jan-May)	12.9	100
2019 Creative & Media (Jan-May)	18.8	107
YoY Comparison:	-31.3%	-6.5%

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.