



## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 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	Revlon, Tapestry, Zegna Project	2.4		2.4	10
2	2	Mindshare	Ferrero, Airstar Bank, L'Oreal	1.5		1.5	8
3	3	OMD	Wyeth Nutrition, Nestle E Shop Project, Top Spring, Kowa, Ngong Ping 360	0.7	Hasbro	0.6	10
4	4	PHD	Diageo, Audemars Piguet, 3HK, China Tonghai	0.8	Ferrero	0.6	9
5	5	Universal McCann	Emirates Airlines, Hong Kong Housing Society	0.4		0.4	4
6	6	Havas Media	Hoiana, Book Depository, Havaianas, Tommy Hilfiger	0.5	Emirates Airlines	0.3	4
7	8	Starcom	HKMC Annuity Ltd.	0.3	Save The Children	0.2	2
8	7	dentsu X	Centralcon Investment Holding	0.1		0.1	1
9	-	Wavemaker	HKU	0.0		0.0	1
10	10	MediaCom	RoadKing, Hasbro, J Select, Bank of China, Timberland Digital	0.63	Tourism Client	-0.02	5
11	9	Initiative		0.0	Revlon	-0.3	0
12	11	Zenith	Generali Insurance, Vanke Property Project	0.1	Power Client	-0.8	2

2020 (Jan-Aug)	5.0	56
2019 (Jan-Aug)	8.1	41
YoY Comparison:	-38.0%	36.6%

2020 Creative & Media (Jan-Aug)	16.0	129
2019 Creative & Media (Jan-Aug)	28.7	142
YoY Comparison:	-44.2%	-9.2%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.