

2020 CREATIVE 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 | 2 | Ogilvy | HK Deposit Protection Board, Pizza Hut, China Resources Project | 2.9 | | 2.9 | 23 |
| 2 | 1 | DDB | HKTB Project, Livi Virtual Bank, Invest HK Project, Manulife Investment Management | 2.7 | | 2.7 | 9 |
| 3 | 3 | Isobar | Finance Client | 1.1 | | 1.1 | 7 |
| 4 | 4 | Leo Burnett | Superpark Project, Alibaba Project, Generali Project, AXA Project, MPFA Project | 0.9 | | 0.9 | 6 |
| 5 | 5 | Saatchi & Saatchi | HKIA Project, Melco Project, HKIA Project, New World Project | 0.9 | | 0.9 | 4 |
| 6 | 6 | Wunderman Thompson | HSBC, Hong Kong Tourism Board, Reckitt Benckiser Project | 0.5 | | 0.5 | 3 |
| 7 | 7 | VMLY&R | IT Client | 0.5 | | 0.5 | 1 |
| 8 | - | Havas Worldwide | Hong Kong Airport Authority Project | 0.5 | | 0.5 | 1 |
| 9 | 8 | Dentsu | Finance Client | 0.3 | | 0.3 | 3 |
| 10 | 9 | Grey Group | Edgewell - Sun Care, Marriott Recovery, Tuborg Equity | 0.2 | | 0.2 | 6 |
| 11 | 11 | McCann WorldGroup | Microsoft Project, Starbucks Project, CPF.gov.sg Project | 0.2 | | 0.2 | 4 |
| 12 | 10 | Publicis | Mead Johnson Project, NeoDerm Project | 0.2 | | 0.2 | 3 |
| 13 | 12 | BBDO | Haagen Dazs Project, Chubb Life Project | 0.1 | | 0.1 | 3 |
| | | | | | | | |
| | | | | | | | |
| | | | | | 2020(Jan-Aug) | 11.0 | 73 |
| | | | | | 0040(141) | | 404 |

2020(Jan-Aug) 11.0 73
2019(Jan-Aug) 20.6 101

YoY Comparison: -46.7% -27.7%

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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 | Revion | -0.3 | 0 |
| 12 | 11 | Zenith | Generali Insurance, Vanke Property Project | 0.1 | Power Client | -0.8 | 2 |
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| | | | | | | | |
| | | | | | 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 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.

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