



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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	DDB	HKTB Project, Livi Virtual Bank, Invest HK Project, Manulife Investment Management	2.7		2.7	9
2	2	Ogilvy	Pernod Ricard and Allied Domecq Project, Pizza Hut, China Resources Project	2.1		2.1	12
3	3	Isobar	Finance Client	1.1		1.1	7
4	4	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	9	Wunderman Thompson	HSBC, Hong Kong Tourism Board, Reckitt Benckiser Project	0.5		0.5	3
7	6	VMLY&R	IT Client	0.5		0.5	1
8	7	Dentsu	Finance Client	0.3		0.3	3
9	8	Grey Group	Edgewell - Sun Care, Marriott Recovery, Tuborg Equity	0.2		0.2	6
10	11	Publicis	Mead Johnson Project, NeoDerm Project	0.2		0.2	3
11	10	McCann WorldGroup	Microsoft Project, Starbucks Project	0.2		0.2	3
12	12	BBDO	Haagen Dazs Project, Chubb Life Project	0.1		0.1	3

2020(Jan-Jul)	9.5	58
2019(Jan-Jul)	13.9	88
YoY Comparison:	-31.8%	-34.1%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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	4	OMD	Wyeth Nutrition, Nestle E Shop Project, Top Spring, Kowa, Ngong Ping 360	0.7	Hasbro	0.6	10
4	3	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	0.3	Emirates Airlines	0.2	2
7	7	dentsu X	Centralcon Investment Holding	0.1		0.1	1
8	8	Starcom	Government Client	0.1	Save The Children	0.0	1
9	9	Initiative		0.0	Revlon	-0.3	0
10	10	MediaCom	Hasbro, J Select, Bank of China, Timberland Digital	0.18	Tourism Client	-0.47	4
11	11	Zenith	Generali Insurance, Vanke Property Project	0.1	Power Client	-0.8	2

2020(Jan-Jul)	4.2	51
2019(Jan-Jul)	7.5	37
YoY Comparison:	-44.3%	37.8%

2020 Creative & Media (Jan-Jul)	13.7	109
2019 Creative & Media (Jan-Jul)	21.4	125
YoY Comparison:	-36.2%	-12.8%

### 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.