

2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	Ogilvy	Chinese University of HK Project, Philips Hong Kong Project	3.2		3.2	25	
2	2	DDB	InvestHK Marine Project, HKTB Project, Livi Virtual Bank, Invest HK Project	2.8		2.8	10	
3	3	Isobar	WKCD, Chinese University of Hong Kong, Acer Incorporated	2.3		2.3	24	
4	4	Leo Burnett	Citibank Project, Superpark Project, Alibaba Project, Generali Project	1.1		1.1	7	
5	6	Wunderman Thompson	LEGO Project, H&M, Hong Kong Tourism Board, Reckitt Benckiser Project	1.0		1.0	4	
6	5	Saatchi & Saatchi	HKIA Project, Melco Project, HKIA Project, New World Project	0.9		0.9	4	
7	7	VMLY&R	IT Client	0.5		0.5	1	
8	8	Havas Worldwide	Hong Kong Airport Authority Project	0.5		0.5	1	
9	10	Grey Group	Tuborg, Edgewell - Sun Care, Marriott Recovery, Tuborg Equity	0.5		0.5	8	
10	9	Dentsu	Finance Client	0.3		0.3	5	
11	11	McCann WorldGroup	Microsoft Project, Starbucks Project, CPF.gov.sg Project	0.2		0.2	4	
12	12	Publicis	Mead Johnson Project, NeoDerm Project	0.2		0.2	3	
13	13	BBDO	Haagen Dazs Project, Chubb Life Project	0.1		0.1	3	
						2020(Jan-Sep)	13.5	99
						2019(Jan-Sep)	21.2	110
						YoY Comparison:	-36.3%	-10.0%

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	Convoy Financial, Kraft Heinz, Mastercard Project	2.8		2.8	15
2	2	Mindshare	Ferrero, Airstar Bank, L'Oreal	1.5		1.5	8
3	4	PHD	Sheraton Macao, Tai Kwun, The Landmark	1.3	Ferrero	1.1	13
4	3	OMD	Wyeth Nutrition, Nestle E Shop Project, Top Spring, Kowa, Ngong Ping 360	0.7	Hasbro	0.6	10
5	5	Universal McCann	Emirates Airlines, Hong Kong Housing Society	0.4		0.4	4
6	8	dentsu X	Centralcon Investment Holding Project, Minmetals Land Project,	0.4		0.4	4
7	6	Havas Media	Hoiana, Book Depository, Havaianas, Tommy Hilfiger	0.5	Emirates Airlines	0.3	4
8	7	Starcom	HKMC Annuity Ltd.	0.3	Save The Children	0.2	2
9	9	Wavemaker	HKU, Blue Girl	0.1		0.1	2
10	10	MediaCom	Uber, RoadKing, Hasbro, J Select, Bank of China, Timberland Digital	0.68	Tourism Client	0.03	6
11	11	Initiative		0.0	Revlon	-0.3	0
12	12	Zenith	Generali Insurance, Vanke Property Project	0.1	Power Client	-0.8	2

2020(Jan-Sep)	6.2	70
2019(Jan-Sep)	9.4	54
YoY Comparison:	-34.0%	29.6%

2020 Creative & Media (Jan-Sep)	19.7	169
2019 Creative & Media (Jan-Sep)	30.6	164
YoY Comparison:	-35.6%	3.0%

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.