

2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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	1.9		1.9	9
3	3	PHD	Sheraton Macao, Tai Kwun, The Landmark	1.3	Ferrero	1.1	13
4	5	Universal McCann	Open University Of HonG Kong, JP Morgan Asset Management	0.5		0.5	6
5	10	MediaCom	Pandora, Uber, RoadKing, Hasbro, J Select, Bank of China	1.1	Tourism Client	0.4	8
6	6	dentsu X	Centralcon Investment Holding Project, Minmetals Land Project,	0.4		0.4	4
7	7	Havas Media	Hoiana, Book Depository, Havaianas, Tommy Hilfiger	0.5	Emirates Airlines	0.3	4
8	4	OMD	Wyeth Nutrition, Nestle E Shop Project, Top Spring, Kowa, Ngong Ping 360	0.7	Hasbro	0.2	10
9	8	Starcom	HKMC Annuity Ltd.	0.3	Save The Children	0.2	2
10	9	Wavemaker	HKU, Blue Girl	0.07		0.07	2
11	-	Digitas	Citi	0.1		0.1	1
12	12	Zenith	Evergrande Group, Generali Insurance, Vanke Property Project	0.8	Power Client	-0.1	4
13	11	Initiative		0.0	Revlon	-0.3	0

2020(Jan-Oct)	7.4	78
2019(Jan-Oct)	11.2	61
YoY Comparison:	-33.7%	27.9%

2020 Creative & Media (Jan-Oct)	21.2	181
2019 Creative & Media (Jan-Oct)	33.4	182
YoY Comparison:	-36.7%	-0.5%

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.