

2020 CREATIVE 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	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	lsobar	WKCDA, Chinese University of Hong Kong, Acer Incorporated	2.3		2.3	24
4	6	Saatchi & Saatchi	New World Project, HKIA Project, Melco Project	1.1		1.1	6
5	4	Leo Burnett	Coca Cola Project, Citibank Project, Superpark Project, HKIA Project	1.1		1.1	9
6	5	Wunderman Thompson	LEGO Project, HSBC, Hong Kong Tourism Board, Reckitt Benckiser Project	1.0		1.0	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	9	Grey Group	Tuborg, Edgewell - Sun Care, Marriott Recovery, Tuborg Equity	0.5		0.5	8
10	10	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

13.8 103	2020(Jan-Oct)	
22.3 121	2019(Jan-Oct)	
-38.2% -14.9%	YoY Comparison:	



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	Revion	-0.3	0

7.4 78	ct)	2020(Jan-Oct)
11.2 61	ct)	2019(Jan-Oct)
-33.7% 27.9%	on:	YoY Comparison:
21.2 181	ct)	2020 Creative & Media (Jan-Oct)

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 R0I.