



## 2020 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 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	Coca-Cola Project, Take2Health Project, Chinese University of HK Project, Philips Hong Kong Project	3.3		3.3	27
2	2	DDB	Henderson Land Project, InvestHK Marine Project, HKTB Project, Livi Virtual Bank, Invest HK Project	3.1		3.1	11
3	3	Isobar	WKCD, Chinese University of Hong Kong, Acer Incorporated	2.3		2.3	24
4	4	Saatchi & Saatchi	Hang Lung Project, HKIA Project, Deliveroo Project	1.5		1.5	10
5	6	Wunderman Thompson	Reckitt Benckiser Project, LEGO Project, HSBC, Hong Kong Tourism Board	1.4		1.4	5
6	5	Leo Burnett	Coca Cola Project, Citibank Project, Superpark Project, HKIA Project	1.1		1.1	9
7	12	Publicis	Mead Johnson Project, NeoDerm Project, Visa Production	0.5		0.5	4
8	7	VMLY&R	IT Client	0.5		0.5	1
9	8	Havas Worldwide	Hong Kong Airport Authority Project	0.5		0.5	1
10	9	Grey Group	Simba sleep Project, P&G Braun Viloca IPL Project, Tuborg	0.5		0.5	10
11	10	Dentsu	Finance Client	0.3		0.3	5
12	11	McCann WorldGroup	Microsoft Project, Starbucks Project, CPF.gov.sg Project	0.2		0.2	4
13	13	BBDO	Haagen Dazs Project, Chubb Life Project	0.1		0.1	3

2020(Jan-Nov)	15.2	114
2019(Jan-Nov)	28.0	130
YoY Comparison:	-45.6%	-12.3%

## 2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 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, Raeon Project	1.3	Ferrero	1.1	14
4	5	MediaCom	Uplive, Pandora, Uber, RoadKing, Hasbro, J Select, Bank of China	1.2	Tourism Client	0.6	9
5	4	Universal McCann	Open University Of HonG Kong, JP Morgan Asset Management	0.5		0.5	6
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	8	OMD	Wyeth Nutrition, Nestle E Shop Project, Top Spring, Kowa, Ngong Ping 360	0.7	Hasbro	0.3	11
9	9	Starcom	HKMC Annuity Ltd.	0.3	Save The Children	0.2	2
10	10	Wavemaker	Philips, HKU, Blue Girl	0.12		0.12	3
11	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	13	Initiative		0.0	Revlon	-0.3	1

2020 (Jan-Nov)	7.7	83
2019 (Jan-Nov)	11.7	63
YoY Comparison:	-34.3%	31.7%

2020 Creative & Media (Jan-Nov)	23.0	197
2019 Creative & Media (Jan-Nov)	39.8	193
YoY Comparison:	-42.3%	2.1%

### 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.