



2020 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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, A.S. Watson Retail, Kraft Heinz, British Council, Mastercard Project	3.0		3.0	19
2	2	Mindshare	Ferrero, Airstar Bank, L'Oreal	2.1		2.0	10
3	4	MediaCom	PROMISE, Uplive, Pandora, Uber, RoadKing, Hasbro, J Select, Bank of China	1.9	Tourism Client	1.3	11
4	3	PHD	Sheraton Macao, Tai Kwun, The Landmark, Raeon Project	1.3	Ferrero	1.1	14
5	6	dentsu X	Kerry Property Management Services, A. Menarini, Bossini	0.7		0.7	8
6	5	Universal McCann	Open University Of HonG Kong, JP Morgan Asset Management	0.5		0.5	6
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	Hong Kong VI Project, Evergrande Group, Generali Insurance, Vanke Property Project	0.8	Power Client	-0.1	5
13	13	Initiative		0.0	Revlon	-0.3	1

2020(Jan-Dec)	9.1	95
2019(Jan-Dec)	12.8	71
YoY Comparison:	-28.8%	33.8%

2020 Creative & Media (Jan-Dec)	26.9	223
2019 Creative & Media (Jan-Dec)	41.5	215
YoY Comparison:	-35.1%	3.7%

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.