



2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 2021

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	HK Jockey Club Project, CFA Institute, Beyorg Project	0.8		0.8	5	
5	5	Saatchi & Saatchi	Hang Seng Bank Project, Deliveroo Project	0.3		0.3	2	
12	12	McCann WorldGroup		0.0		0.0	1	
						2021 Jan:	1.1	8
						2020 Jan:	0.7	5
						YoY Comparison:	63.8%	60.0%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 2021

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	2	Mindshare	Pharma Client	0.4		0.4	2
2	10	Wavemaker	HK Trade Development Council Project	0.0		0.0	1

2021 Jan:	0.4	3
2020 Jan:	0.1	4
YoY Comparison:	482.5%	-25.0%

2021 Creative & Media (Jan)	1.5	11
2020 Creative & Media (Jan)	0.7	9
YoY Comparison:	100.4%	22.2%

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.