

## **2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

## Hong Kong / Feb 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	1.2		1.2	8
2	2	DDB	HKBU Website Revamp Project, Jardine Project	0.8		0.8	4
3	5	Saatchi & Saatchi	Hang Seng Bank Project, Deliveroo Project, HKL NanJin Property	0.3		0.3	2
4	6	Leo Burnett	Citibank Project	0.2		0.2	1
5	12	McCann WorldGroup	Luxury Brand	0.0		0.0	1
					2021 (Jan-Feb):	2.4	16
					2020 (Jan-Feb):	2.3	13
					YoY Comparison:	4.7%	23.1%

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## **2021 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Hong Kong / Feb 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	Mindshare	Alibaba (Tmall), LK International (HK) Limited	0.6		0.6	4
2	2	Wavemaker	HK Trade Development Council Project	0.1		0.1	2
3	7	Universal McCann	Henderson Land	0.1		0.1	1
					2021 (Jan-Feb):	0.8	7
					2020 (Jan-Feb):	0.4	9
					YoY Comparison:	102.0%	-22.2%
					2021 Creative & Media (Jan-Feb)	3.2	23
					2020 Creative & Media (Jan-Feb)	2.7	22
					YoY Comparison:	18.6%	4.5%

## **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.