



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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, Fairwood, Chow Tai Fook	0.7		0.7	6
2	4	Carat	Food Client	0.3		0.3	3
3	2	Wavemaker	HK Trade Development Council Project	0.1		0.1	2
4	7	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.1		0.1	4
5	3	Universal McCann	Henderson Land	0.1		0.1	1

2021 (Jan-Mar):	1.2	16
2020 (Jan-Mar):	1.0	14
YoY Comparison:	15.5%	14.3%

2021 Creative & Media (Jan-Mar)	6.1	50
2020 Creative & Media (Jan-Mar)	3.7	32
YoY Comparison:	64.3%	56.3%

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.