

2021 CREATIVE 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	Ogilvy	DFS Group Project, Shangri-La Project,100Forward	2.8		2.8	19
2	2	DDB	Livi Social and Digital Production, HK Dance Club Project	1.1		1.1	6
3	3	Saatchi & Saatchi	Hang Seng Bank Project, Deliveroo Project, HKL NanJin Property	0.3		0.3	2
4	7	Wunderman Thompson	Pinkoi Retainer	0.3		0.3	2
5	4	Leo Burnett	Citibank Project, Cathay Pacific Project	0.3		0.3	2
6	8	Publicis	Lancome Project	0.1		0.1	1
7	11	Grey Group	HSBC Brand Campaign	0.1		0.1	1
8	5	McCann WorldGroup	Luxury Brand	0.0		0.0	1
					2021 (Jan-Mar):	4.9	34

2021 (Jan-Mar): 4.9 34
2020 (Jan-Mar): 2.7 18
YoY Comparison: 82.2% 88.9%

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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 R0I.