R3 WORLDWIDE

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 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	Coca-Cola Company, Marriott International	3.1		3.1	26
2	2	DDB	Octopus Card, KS Brand Revamp Project, Tsing Tao KV Design Project	2.0		2.0	9
3	4	Wunderman Thompson	Pinkoi, Lenzing Fibers (HK) Limited Project	1.2		1.2	7
4	6	Publicis	Lancome Project, Asiamiles Project	0.9		0.9	2
5	7	Grey Group	HSBC Brand Campaign	0.8		0.8	1
6	5	Leo Burnett	Citibank Project, Cathay Pacific Project	0.4		0.4	3
7	3	Saatchi & Saatchi	Hang Seng Bank Project, Deliveroo Project, HKL NanJin Property Project	0.3		0.3	2
8	8	McCann WorldGroup	Luxury Brand	0.0		0.0	1
9	10	VMLY&R	Pernod Ricard Project	0.0		0.0	1
					2021 (Jan-Apr):	8.7	52
					2020 (Jan-Apr):	2.9	24
					YoY Comparison:	195.3%	116.7%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 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	2	Carat	Food Client	0.3		0.3	3
3	3	Wavemaker	HK Trade Development Council Project	0.1		0.1	2
4	4	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.1		0.1	4
5	5	Universal McCann	Henderson Land	0.1		0.1	1

2021 (Jan-Apr):	1.2	16
2020 (Jan-Apr):	1.4	19
YoY Comparison:	-14.7%	-15.8%

2021 Creative & Media (Jan-Apr)	9.8	68
2020 Creative & Media (Jan-Apr)	4.3	43
YoY Comparison:	129.1%	58.1%

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.