

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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, Merlin Entertainment, HKT	3.1		3.1	28
2	2	DDB	Octopus Card, KS Brand Revamp Project, Tsing Tao KV Design Project	2.0		2.0	9
3	3	Wunderman Thompson	Pinkoi, Lenzing Fibers (HK) Limited Project	1.8		1.8	10
4	4	Publicis	Lancome Project, Asiamiles Project	0.9		0.9	2
5	5	Grey Group	HSBC Brand Campaign	0.8		0.8	1
6	6	Leo Burnett	Asiamiles Project, Fedex Project, Fullerton Project	0.6		0.6	6
7	7	Saatchi & Saatchi	Hang Seng Bank Project, Huawei Project, Visa Project	0.6		0.6	5
8	13	BBDO	Xwallet Project, Johnie Walker Project	0.2		0.2	2
9	15	M&C Saatchi	Henderson Land Project	0.1		0.1	1
10	8	McCann WorldGroup	Luxury Brand	0.0		0.0	1
11	9	VMLY&R	Pernod Ricard Project	0.0		0.0	1

2021 (Jan-May):	10.1	66
2020 (Jan-May):	5.2	35
YoY Comparison:	95.5%	88.6%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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	Friso, HK Trade Development Council Project	0.2		0.2	3
4	12	Initiative	Cigna	0.1		0.1	1
5	4	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.1		0.1	4
6	5	Universal McCann	Henderson Land	0.1		0.1	1
7	7	PHD	HK01 Project	0.0		0.0	1

2021 (Jan-May):	1.3	19
2020 (Jan-May):	2.0	26
YoY Comparison:	-35.2%	-26.9%

2021 Creative & Media (Jan-May)	11.4	85
2020 Creative & Media (Jan-May)	7.2	61
YoY Comparison:	58.5%	39.3%

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.