2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jun 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	AliExpress Spain, Arup, Coca-Cola Company	4.0		4.0	33
2	2	DDB	Octopus, Lindt Regional TVC Project, SHKP Hotel Loyalty Program Branding Project	3.7		3.7	16
3	3	Wunderman Thompson	Pinkoi, Lenzing Fibers (HK) Limited Project	3.0		3.0	12
4	6	Leo Burnett	HK telecom Project, Asiamiles Project, Fedex Project	1.1		1.1	7
5	4	Publicis	Lancome Project, Asiamiles Project	0.9		0.9	2
6	5	Grey Group	HSBC Brand Campaign	0.8		0.8	1
7	7	Saatchi & Saatchi	Hang Seng Bank Project, Huawei Project, Visa Project	0.6		0.6	5
8	13	Havas Worldwide	MTR Malls Project	0.4		0.4	1
9	9	M&C Saatchi	Henderson Land Project	0.1		0.1	1
10	12	Isobar	Retail Client	0.1		0.1	1
11	10	McCann WorldGroup	Luxury Brand	0.0		0.0	1
12	11	VMLY&R	Pernod Ricard Project	0.0		0.0	1

2021 (Jan-Jun):	14.7	81
2020 (Jan-Jun):	9.0	54
YoY Comparison:	62.4%	50.0%

R3 WORLDWIDE

2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jun 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	4
3	3	Wavemaker	Friso, HK Trade Development Council Project	0.2		0.2	3
4	6	Universal McCann	Henderson Land, BCT Group	0.1		0.1	2
5	4	Initiative	Cigna	0.1		0.1	1
6	5	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.1		0.1	4
7	7	PHD	HK01 Project	0.0		0.0	1

2021 (Jan-Jun):	1.4	21
2020 (Jan-Jun):	3.9	46
YoY Comparison:	-64.0%	-54.3%

2021 Creative & Media (Jan-Jun)	16.1	102
2020 Creative & Media (Jan-Jun)	12.9	100
YoY Comparison:	24.6%	2.0%