

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

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

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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
					0004 (fee her)		21
					2021 (Jan-Jun):	1.4	
					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
METHODOLOGY					YoY Comparison:	24.6%	2.0%

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.