

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jul 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	BAT Project, Love Bonito , AliExpress Spain, Arup, Coca-Cola Company	4.8		4.8	41
2	2	DDB	HKSTP Project, Octopus, Dairy Farm Project, Lindt Regional TVC Project	4.3		4.3	19
3	3	Wunderman Thompson	Pinkoi, Lenzing Fibers (HK) Limited Project	4.1		4.1	16
4	7	Saatchi & Saatchi	Hang Seng Bank Project, Huawei Project, Visa Project	1.1		1.1	7
5	4	Leo Burnett	HK telecom Project, Asiamiles Project, Fedex Project	1.1		1.1	7
6	5	Publicis	Lancome Project, Asiamiles Project	0.9		0.9	2
7	6	Grey Group	HSBC Brand Campaign	0.8		0.8	1
8	8	Havas Worldwide	MTR Malls Project	0.4		0.4	1
9	9	M&C Saatchi Group	Henderson Land Project	0.1		0.1	1
10	10	Isobar	Retail Client	0.1		0.1	1
11	11	McCann WorldGroup	Luxury Brand	0.0		0.0	1
12	12	VMLY&R	Pernod Ricard Project	0.0		0.0	1

2021 (Jan-Jul): 17.8 98
2020 (Jan-Jul): 9.5 58
YoY Comparison: 87.4% 69.0%

1



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jul 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	3	Wavemaker	FrieslandCampina, OSIM International, Friso, HK Trade Development Council Project	0.5		0.5	6
3	2	Carat	Food Client	0.3		0.3	4
4	12	Zenith		0.1		0.1	1
5	4	Universal McCann	Henderson Land, BCT Group	0.1		0.1	2
6	5	Initiative	Cigna	0.1		0.1	1
7	6	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.1		0.1	4
8	7	PHD	HK01 Project	0.0		0.0	1
					2021 (Jan-Jul):	1.8	25
					2020 (Jan-Jul):	4.2	51
					YoY Comparison:	-56.3%	-51.09
					2021 Creative & Media (Jan-Jul)	19.6	123
					2020 Creative & Media (Jan-Jul)	13.7	109
					YoY Comparison:	43.5%	12.8%

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.

2