



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%

