

## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 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, Merz Aesthetics, KC - Kimberly-Clark Corp.	5.6		5.6	46
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	5	Leo Burnett	Asiamiles Project, Cathay Pacific Project, HK telecom Project, Fedex Project	1.4		1.4	9
5	4	Saatchi & Saatchi	Hang Seng Bank Project, Huawei Project, Visa Project	1.1		1.1	7
6	6	Publicis	Lancome Project, Asiamiles Project	0.9		0.9	2
7	7	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-Aug):	18.8	105
2020 (Jan-Aug):	11.0	73
YoY Comparison:	71.3%	43.8%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 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	8	PHD	Unilever, HK01 Project	1.3		1.3	2
2	1	Mindshare	Alibaba (Tmall), LK International (HK) Limited, Fairwood, Chow Tai Fook	0.7		0.7	6
3	2	Wavemaker	FrieslandCampina, OSIM International, Friso, HK Trade Development Council Project	0.5		0.5	6
4	3	Carat	Food Client	0.3		0.3	4
5	4	Zenith		0.1		0.1	1
6	5	Universal McCann	Henderson Land, BCT Group	0.1		0.1	2
7	6	Initiative	Cigna	0.1		0.1	1
8	7	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.1		0.1	4
9	10	Havas Media	Forevermark & De Beers	0.1		0.1	1

2021 (Jan-Aug):	3.1	27
2020 (Jan-Aug):	5.0	56
YoY Comparison:	-37.7%	-51.8%

2021 Creative & Media (Jan-Aug)	22.0	132
2020 Creative & Media (Jan-Aug)	16.0	129
YoY Comparison:	37.1%	2.3%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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 ROI.