



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	Masterise Homes, Hong Kong Land, B1 Services HK	6.4		6.4	53	
2	3	Wunderman Thompson	Pinkoi, Lenzing Fibers (HK) Limited Project	4.8		4.8	18	
3	2	DDB	HKSTP Project, Octopus, Dairy Farm Project, Lindt Regional TVC Project	4.3		4.3	19	
4	4	Leo Burnett	Welab Project, Asiamiles Project, Cathay Pacific Project, HK telecom Project, Fedex Project	1.6		1.6	10	
5	5	Saatchi & Saatchi	Visa Project, Hang Seng Bank Project, Huawei Project, Visa Project	1.2		1.2	8	
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	4	
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-Sep):	20.7	119
						2020 (Jan-Sep):	13.5	99
						YoY Comparison:	53.5%	20.2%



## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	PHD	Unilever, HK01 Project	1.3		1.3	2
2	2	Mindshare	New Balance, Alibaba (Tmall), LK International (HK) Limited, Fairwood, Chow Tai Fook	0.7		0.7	7
3	3	Wavemaker	FrieslandCampina, OSIM International, Friso, HK Trade Development Council Project	0.5		0.5	6
4	4	Carat	Food Client	0.3		0.3	4
5	5	Zenith		0.1		0.1	1
6	6	Universal McCann	Henderson Land, BCT Group	0.1		0.1	2
7	7	Initiative	Cigna	0.1		0.1	1
8	8	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.1		0.1	5
9	12	Digitas	Finance Client	0.1		0.1	1
10	9	Havas Media	Forevermark & De Beers	0.05		0.05	1

2021 (Jan-Sep):	3.2	31
2020 (Jan-Sep):	6.2	70
YoY Comparison:	-48.0%	-55.7%

2021 Creative & Media (Jan-Sep)	23.9	150
2020 Creative & Media (Jan-Sep)	19.7	169
YoY Comparison:	21.4%	-11.2%

### 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.