

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 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	Goodwood, BAT	6.8		6.8	57
2	2	Wunderman Thompson	Pinkoi, Lenzing Fibers (HK) Limited Project	4.8		4.8	18
3	3	DDB	HKSTP Project, Lui Chi Woo Foundation Website Revamp	4.7		4.7	21
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	Deliveroo Project, FT Life Project	1.5		1.5	10
6	6	Publicis	Lancome Project, Asiamiles Project	0.9		0.9	2
7	7	Grey Group	BYTEDANCE Project , HSBC Brand Campaign	0.8		0.8	2
8	8	Havas Worldwide	MTR Malls Project	0.8		0.8	2
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 (lan-0ct). 22.2	129

2021 (Jan-Oct): 22.2 129
2020 (Jan-Oct): 13.8 103
YoY Comparison: 61.2% 25.2%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 2021

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE	No.of Wins
1	1	PHD	Chanel, Unilever, HK01 Project	1.7		(USD \$m) 1.7	3
		THE	Roborock Project,	1.1		4.7	
2	3	Wavemaker	FrieslandCampina, OSIM International, Friso	0.8		0.8	8
3	2	Mindshare	New Balance, Alibaba (Tmall), LK International (HK) Limited, Fairwood, Chow Tai Fook	0.7		0.7	7
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	9	Digitas	Finance Client	0.1		0.1	1
10	10	Havas Media	Forevermark & De Beers	0.05		0.05	1
					2021 (Jan-Oct):	3.9	35
					2020 (Jan-Oct):	7.4	78
					YoY Comparison:	-47.9%	-55.1%
					2021 Creative & Media (Jan-Oct)	26.0	164
					2020 Creative & Media (Jan-Oct)	21.2	181
METHODOLOGY					YoY Comparison:	22.9%	-9.4%

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.