



## 2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 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	58	
2	3	DDB	HKSTP Project, Lui Chi Woo Foundation Website Revamp	5.0		5.0	22	
3	2	Wunderman Thompson	Pinkoi, Lenzing Fibers (HK) Limited Project	4.8		4.8	18	
4	4	Leo Burnett	PMI Project, Welab Project, Asiamiles Project, Cathay Pacific Project, HK telecom Project	1.8		1.8	11	
5	5	Saatchi & Saatchi	Deliveroo Project, FT Life Project	1.6		1.6	11	
6	6	Publicis	Mead Johnson Project, Lancome Project, Asiamiles Project	1.0		1.0	3	
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	2	
12	12	VMLY&R	Pernod Ricard Project	0.0		0.0	1	
						2021 (Jan-Nov):	22.9	135
						2020 (Jan-Nov):	15.2	114
						YoY Comparison:	50.0%	18.4%

## 2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Nov 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	Chanel, Unilever, HK01 Project	1.7		1.7	3
2	2	Wavemaker	Roborock Project, FrieslandCampina, OSIM International, Friso	0.8		0.8	9
3	3	Mindshare	New Balance, Alibaba (Tmall), LK International (HK) Limited, Fairwood, Chow Tai Fook	0.7	Dyson	0.7	7
4	11	MediaCom	The Coca-Cola Company	0.5		0.5	1
5	4	Carat	Food Client	0.3		0.3	4
6	13	OMD	Beiersdorf, Sun Life Financial, Campbell / Swanson, J&J Surgical Vision Project	0.3	Cigna	0.2	4
7	6	Universal McCann	Dyson, Henderson Land, BCT Group	0.2		0.2	3
8	5	Zenith	FMCG Client	0.1		0.1	1
9	7	Initiative	Cigna	0.1		0.1	1
10	8	dentsu X	Caron Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.08		0.08	5
11	9	Digitas	Finance Client	0.1		0.1	1
12	10	Havas Media	Forevermark & De Beers	0.1		0.1	1
13	12	Starcom		0.0		0.0	0

2021 (Jan-Nov):	4.7	40
2020 (Jan-Nov):	7.7	83
YoY Comparison:	-38.7%	-51.8%

2021 Creative & Media (Jan-Nov)	27.6	175
2020 Creative & Media (Jan-Nov)	23.0	197
YoY Comparison:	20.2%	-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.