

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 2021 =

RANK THIS Month	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD Sm)	No.of Wins
1	1	Ogilvy	Goodwood, BAT	7.1		7.1	59
2	2	DDB	Bosch/Siemens, Singleton Brand Campaign, HKSTP Project	5.0		5.0	24
3	3	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 1.8 Project, HK telecom Project			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	10	Isobar	Retail Client	0.3		0.3	5
10	9	M&C Saatchi Group	Henderson Land Project	0.1		0.1	1
11	11	McCann WorldGroup	Luxury Brand	0.0		0.0	2
12	12	VMLY&R	Pernod Ricard Project	0.0		0.0	1
13	14	Dentsu	Pharm Client	0.0		0.0	1

2021 (Jan-Dec)	23.4	140
2020 (Jan-Dec)	17.8	128
YoY Comparison	31.4%	9.4%



2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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	3	Mindshare	New Balance, Alibaba (Tmall), LK International (HK) Limited, Fairwood, Chow Tai Fook	3.4	Dyson	3.3	17
2	1	PHD	Chanel, Unilever, HK01 Project	1.7		1.7	3
3	2	Wavemaker	Roborock Project, FrieslandCampina, OSIM International, Friso	0.8		0.8	9
4	4	MediaCom	The Coca-Cola Company	0.5		0.5	1
5	5	Carat	Food Client	0.3		0.3	4
6	6	OMD	Beiersdorf, Sun Life Financial, Campbell / Swanson, J&J Surgical Vision Project	0.3	Cigna	0.2	4
7	7	Universal McCann	Dyson, Henderson Land, BCT Group	0.2		0.2	3
8	8	Zenith	FMCG Client	0.1		0.1	1
9	9	Initiative	Cigna	0.1		0.1	1
10	10	dentsu X	Canon Hong Kong, American Eagle Outfitters, Inc. Project, Chinese University of Hong Kong Project	0.08		0.08	5
11	11	Digitas	Finance Client	0.1		0.1	1
12	12	Havas Media	Forevermark & De Beers	0.1		0.1	1

50	7.4	2021 (Jan-Dec):	
95	9.1	2020 (Jan-Dec):	
-47.4%	-19.0%	YoY Comparison:	
190	30.8	2021 Creative & Media (Jan-Dec)	
223	26.9	2020 Creative & Media (Jan-Dec)	

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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.

YoY Comparison:

-14.8%