

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

2021 (Jan-Dec):	7.4	50
2020 (Jan-Dec):	9.1	95
YoY Comparison:	-19.0%	-47.4%

2021 Creative & Media (Jan-Dec)	30.8	190
2020 Creative & Media (Jan-Dec)	26.9	223
YoY Comparison:	14.3%	-14.8%

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 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 ROI.