

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 2022

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	Telekom Malaysia, Jardine Matheson, Emma Mattress	2.1		2.1	16
7	7	Grey Group	Hong Leong Group	0.2		0.2	1
					2021 Jan:	2.3	17
					2020 Jan:	1.1	8
					YoY Comparison:	110.2%	112.5%

YoY Comparison: 110.2% 112.5%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jan 2022

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	6	OMD	L'Oreal Porject	1.0		1.0	1
2	2	PHD	Chanel Project, WeLab Bank	0.8		0.8	2
3	1	Mindshare	Astra Zeneca	0.3	WeLab Bank	-0.8	1
					2021 Jan:		4
					2020 Jan:	0.4	3
					YoY Comparison:	141.4%	33.3%
					2022 Creative & Media (Jan)	3.2	21
					2021 Creative & Media (Jan)	1.5	11
					YoY Comparison:	118.1%	90.9%

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 R0I.