

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 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	2.5		2.5	18
2	4	Wunderman Thompson	Finance Client	1.9		1.9	10
3	3	DDB	Bosch, Bullish Project, Town Gas Project	1.1		1.1	4
4	8	Havas Worldwide	AEON Credit Service Project, MTR Malls Project	1.0		1.0	2
5	2	Grey Group	Hong Leong Group	0.2		0.2	1
					2022 (Jan-Feb):	6.7	35

2022 (Jan-Feb): 6.7 35
2021 (Jan-Feb): 2.4 16
YoY Comparison: 178.1% 118.8%

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2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Feb 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	OMD	L'Oreal Porject	1.0		1.0	1
2	2	PHD	Chanel Project, WeLab Bank	0.8		0.8	2
3	-	Havas Media	Audemars Piguet, HKMC Annuity	0.3		0.3	2
4	3	Mindshare	Astra Zeneca	0.9	WeLab Bank	-0.2	2
5	-	Wavemaker	DBS, CLP Power	0.4		-0.2	3
					2022 (Jan-Feb):	1.6	10
					2021 (Jan-Feb):	0.8	7
					YoY Comparison:	101.6%	42.9%
					2022 Creative & Media (Jan-Feb)	8.2	45
					2021 Creative & Media (Jan-Feb)	3.2	23
					YoY Comparison:	159.5%	95.7%

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.