R3 WORLDWIDE

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	Huawei, Michelin Automotive Tires, Telekom Malaysia	2.9		2.9	21
2	2	Wunderman Thompson	Finance Client	1.9		1.9	10
3	3	DDB	UA Credit Card Project, Google Game Play Project	1.5		1.5	8
4	4	Havas Worldwide	AEON Credit Service Project, MTR Malls Project	1.0		1.0	2
5	5	Grey Group	Hong Leong Group	0.2		0.2	1
6	13	Dentsu	Confidential Client	0.2		0.2	2
					2022 (Jan-Mar):	7.7	44
					2021 (Jan-Mar):	4.9	34
					YoY Comparison:	54.7%	29.4%

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 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	3	Havas Media	Audemars Piguet, HKMC Annuity	0.3		0.3	2
4	4	Mindshare	Astra Zeneca	0.9	WeLab Bank	-0.2	2
5	5	Wavemaker	DBS, CLP Power	0.4		-0.2	3

2022 (Jan-Mar):	1.6	10
2021 (Jan-Mar):	1.2	16
YoY Comparison:	34.6%	-37.5%

2022 Creative & Media (Jan-Mar)	9.2	54
2021 Creative & Media (Jan-Mar)	6.1	50
YoY Comparison:	50.9%	8.0%

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.