



2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 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, Strawberryret, Blackmores	1.2	WeLab Bank	0.0	5
5	5	Wavemaker	DBS, CLP Power	0.4		-0.2	3

2022 (Jan-Apr):	1.8	13
2021 (Jan-Apr):	1.2	16
YoY Comparison:	58.5%	-18.8%

2022 Creative & Media (Jan-Apr)	10.3	60
2021 Creative & Media (Jan-Apr)	9.8	68
YoY Comparison:	5.1%	-11.8%

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 Apr keting ROI.