2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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	2.8		2.8	13
3	3	DDB	UA Credit Card Project, Google Game Play Project	1.5		1.5	9
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	6	Dentsu	Confidential Client	0.2		0.2	2

2022 (Jan-May):	8.5	48
2021 (Jan-May):	8.7	52
YoY Comparison:	-1.9%	-7.7%

R3 WORLDWIDE

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

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

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

2022 Creative & Media (Jan-May)	10.3	61
2021 Creative & Media (Jan-May)	9.8	68
YoY Comparison:	5.2%	-10.3%