

## **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		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

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

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## **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%

## 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 R0I.