





## 2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jun 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	4	Mindshare	StashAway, Sunwa Marketing, Dah Sing Bank	2.4	WeLab Bank	1.3	9
2	1	OMD	Vitasoy, L'Oreal Porject	1.0		1.0	2
3	3	Havas Media	Audemars Piguet, HKMC Annuity	0.3		0.3	2
4	-	Initiative	ESPRIT	0.2		0.2	1
5	-	dentsu X	Nissin Foods Company Limited	0.0		0.0	2
6	2	PHD	Chanel Project, WeLab Bank	0.8	Dah Sing Bank	-0.3	2
7	5	Wavemaker	DBS, CLP Power	0.4	ESPRIT	-0.4	3
8	-	Carat	OneDegree Hong Kong Limited	0.0		-0.5	1

2022 (Jan-Jun):	1.5	22
2021 (Jan-Jun):	1.4	21
YoY Comparison:	10.4%	4.8%

2022 Creative & Media (Jan-Jun)	10.5	71
2021 Creative & Media (Jan-Jun)	16.1	102
YoY Comparison:	-34.5%	-30.4%

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.