

2022 CREATIVE 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	1	Ogilvy	Michelin Automotive Tires, Telekom	2.9		2.9	22
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	-	Digitas	The Hongkong and Shanghai Hotels, Limited	0.6		0.6	2
6	5	Grey Group	Hong Leong Group	0.2		0.2	1
7	6	Dentsu	Confidential Client	0.2		-0.1	2
					2022 (Jan-Jun):	9.0	49

2022 (Jan-Jun): 9.0 49
2021 (Jan-Jun): 14.7 81
YoY Comparison: -38.8% -39.5%

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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 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.

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