R3

2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jul 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	HK Polytechnic University, Environmental Protection Department (HK)	3.8		3.8	26
2	2	Wunderman Thompson	Finance Client	2.8		2.8	13
3	3	DDB	Aptamil, UA Credit Card Project, Google Game Play Project	2.0		2.0	10
4	4	Havas Worldwide	AEON Credit Service Project, MTR Malls Project	1.0		1.0	2
5	5	Digitas	The Hongkong and Shanghai Hotels, Limited	0.6		0.6	2
6	-	Saatchi & Saatchi	FTLife Insurance Company Limited	0.4		0.4	2
7	-	Leo Burnett	Clarins Group	0.4		0.4	2
8	6	Grey Group	Hong Leong Group	0.2		0.2	1
9	7	Dentsu	Confidential Client	0.2		-0.1	2

2022 (Jan-Jul):	10.5	55
2021 (Jan-Jul):	17.8	98
YoY Comparison:	-41.0%	-43.9%

R3

2022 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Jul 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	Mindshare	MTR Corporation, StashAway, Sunwa Marketing, Dah Sing Bank	3.9	WeLab Bank	2.4	11
2	3	Havas Media	Audemars Piguet, HKMC Annuity	0.3		0.3	2
3	4	Initiative	ESPRIT	0.2		0.2	1
4	-	MediaCom	Fortune Pharmacy, Diptypue	0.1		0.1	2
5	5	dentsu X	Nissin Foods Company Limited	0.0		0.0	2
6	6	PHD	Chanel Project, WeLab Bank	0.8	Dah Sing Bank	-0.3	2
7	7	Wavemaker	DBS, CLP Power	0.4	ESPRIT	-0.4	3
8	8	Carat	OneDegree Hong Kong Limited	0.0		-0.5	1
9	2	OMD	Vitasoy, L'Oreal Porject	1.0		-0.7	2

2022 (Jan-Jul):	1.1	26
2021 (Jan-Jul):	1.8	25
YoY Comparison:	-39.7%	4.0%

2022 Creative & Media (Jan-Jul)	11.6	81
2021 Creative & Media (Jan-Jul)	19.6	123
YoY Comparison:	-40.9%	-34.1%

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.