

## **2022 CREATIVE AGENCIES NEW BUSINESS LEAGUE**

## Hong Kong / Aug 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	BOC: Brand Campaign Project, Aptamil, UA Credit Card Project, Google Game Play Project	2.0		2.0	11
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	6	Saatchi & Saatchi	FTLife Insurance Company Limited	0.4		0.4	2
7	7	Leo Burnett	Clarins Group	0.4		0.4	2
8	-	BBDO	Shangri La project , Galaxy Macau project, Swire Shipping project	0.3		0.3	7
9	8	Grey Group	Hong Leong Group	0.2		0.2	1
10	9	Dentsu	Confidential Client	0.2		-0.1	2
						40.7	<b></b>

2022 (Jan-Aug ): 10.5 56

2021 (Jan-Aug ): 18.8 105

YoY Comparison: -44.1% -46.7%

1



## **2022 MEDIA AGENCIES NEW BUSINESS LEAGUE**

Hong Kong / Aug 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	The Investor and Financial Education Project, Outschool Project	5.5	WeLab Bank	4.0	14
2	2	Havas Media	Audemars Piguet, HKMC Annuity	0.3		0.3	2
3	-	M/SIX	Dah Sing Group	0.3		0.3	1
4	3	Initiative	ESPRIT	0.2		0.2	1
5	4	MediaCom	Fortune Pharmacy, Diptypue	0.1		0.1	2
6	5	dentsu X	Nissin Foods Company Limited	0.0		0.0	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	6	PHD	Chanel Project, WeLab Bank	0.8	Dah Sing Bank	-0.6	2
10	9	OMD	Vitasoy, L'Oreal Porject	0.96		-0.75	2
					2022 (Jan-Aug ): 2021 (Jan-Aug ):		30 27
					YoY Comparison:		11.1%
					2022 Creative & Media (Jan-Aug )	13.2	86
					2021 Creative & Media (Jan-Aug )	22.0	132
					YoY Comparison:	-40.0%	-34.8%

## 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.