



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, Diptyque	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):	2.6	30
2021 (Jan-Aug):	3.1	27
YoY Comparison:	-15.5%	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 Agency ROI.