



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 2024

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	VML	Towngas - The Hong Kong and China Gas Company Official Website	1.5		1.5	14	
2	4	Ogilvy	Retail Client	1.1		1.1	7	
3	3	DDB	Construction Industry Council Project	0.8		0.8	2	
4	11	Dentsu	Government Client	0.5		0.5	1	
5	2	Grey Group	Hong Kong Science and Technology Parks Corp, Lee Kum Kee	0.5		0.5	3	
6	5	BBDO	PARK LANE HOTEL Project	0.2		0.2	2	
						2024 (Jan-Mar):	4.6	29
						2023 (Jan-Mar):	0.8	12
						YoY Comparison:	480.2%	141.7%



2024 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Mar 2024

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	3	PHD	Vitasoy, Lane Crawford eCommerce, Dah Sing Bank (Performance)	0.5		0.5	6
2	2	Mindshare	Air Canada, BYD Project, Louis Vuitton Hong Kong	0.3		0.3	3
2024 (Jan-Mar):						0.7	10
2023 (Jan-Mar):						4.7	31
YoY Comparison:						-95.6%	-67.7%
2024 Creative & Media (Jan-Mar):						5.3	39
2023 Creative & Media (Jan-Mar):						5.5	43
YoY Comparison:						-4.7%	-9.3%

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 marketing ROI.