



2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 2015

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	Volkswagen(Digital), Canadian Internatoinal School Project, HKIOC Project	5.61		5.61	32
2	2	DDB	A.S. Watson	2.10		1.80	4
3	3	JWT	HK Tourism Board Project, Hang Lung Properties Project	1.24		1.24	9
4	4	McCann WorldGroup	Hsin Chong Project	1.11		1.11	10
5	5	Leo Burnett	Allergan, Pfizer Project, Fortune Pharmacal Project	0.67		0.67	5
6	6	TBWA	Sotheby's, Live Nation	0.23		0.23	3
7-	7=	SapientNitro		0.00		0.00	0
7-	7=	BBDO		0.00		0.00	0
7-	7=	Y&R		0.00		0.00	0
7-	7=	Saatchi & Saatchi		0.00		0.00	0
7-	7=	Lowe		0.00		0.00	0
7-	7=	Dentsu		0.00		0.00	0
7-	7=	Publicis		0.00		0.00	0
7-	7=	FCB		0.00		0.00	0
7-	7=	M&C Saatchi		0.00		0.00	0
7-	7=	Bates		0.00		0.00	0
7-	7=	Havas Worldwide		0.00		0.00	0
7-	7=	Grey Group		0.00		0.00	0
						10.6	63

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Apr 2015

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	Carat	LUXE (Digital), UNIQLO(Digital), Estee Lauder (Search)	1.9		1.94	17
2	2	PHD	SCA Tempo and Vinda, Audemars Piguet, Tempo, Cavalia	1.1	Transitions	0.98	6
3	3	Vizeum	Sands China Digital, Panasonic	0.8		0.75	4
4	4	Universal McCann	American Airline, Coke(Social), Huggies Project, Nike Project	0.7		0.73	25
5	5	OMD	Scott Collections, Telstra, WeLand	0.6		0.60	3
6	13	Dentsu Media	China UnionPay Project, OCBC Wing Hang Credits, Seiko	0.9	Sands China Digital	0.42	3
7	7	MEC	HK Disneyland(SEM)	0.0		0.04	1
8=	8=	Starcom MediaVest		0.0		0.00	0
8=	8=	Initiative		0.0		0.00	0
10	12	Mindshare	Modern Media	0.3	Korea Strawberry(Research)	-0.04	1
11	11	Havas Media	Sotheby's	0.2	Subaru	-0.08	1
12	10	Maxus	Subaru	0.1	SC Johnson(Planning)	-0.18	1
13	6	MediaCom	Bose	0.1	OCBC Wing Hang Credits	-0.40	1
14	14	ZenithOptimedia		0.0	Tempo	-0.93	0
						3.8	63

METHODOLOGY

The R3 New Business League has been compiled each of the last 152 months using data supplied by 26 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 for clients across the region.

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