

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong/ July 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Ogilvy	Casbaa Project, BT8	4.52		4.52
2	2	McCann WorldGroup	Shiseido Project, HMM Project, HK Good Foundation Project	3.56		3.56
3	5	DDB	Watson's Private Label Project, Ngong Ping 360, Annum Project	3.34	Finance Client	2.05
4	3	JWT	Carlsberg, Sun Hung Kai Properties Project, Hysan Properties Project	1.76		1.76
5	4	Leo Burnett	Real estate Clients	1.25		1.25
6	10	SapientNitro	Lane Crawford Project	1.00		1.00
7	6	Y&R	Government Client	0.39	Microsoft CRM	0.29
8	7	Saatchi & Saatchi	Merck	0.24		0.24
9	8	Lowe	Milk Client	0.20		0.20
10	9	TBWA	FMCG Client	0.13		0.13
11	11	Dentsu	Royal Medic Project, Tai Pan Bakery Project	0.02		0.02
12	12	Publicis	Digitas Lbi	0.01		0.01
13=	13=	DraftFCB		0.00		0.00
13=	13=	M&C Saatchi		0.00		0.00
13=	13=	BBD0		0.00		0.00
13=	13=	Bates		0.00		0.00
13=	13=	Havas Worldwide		0.00		0.00
18	13=	Grey Group		0.00	GSK Project	(0.10)

MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong/ July 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Carat	Hubtown, Nokia, Sunraysia Social	7.92		7.92
2	14	Universal McCann	Global Beauty International Group, Regus, Cathay Pacific (Search)	2.24	Microsoft	0.88
3	2	ZenithOptimedia	Union Pay, Hong Kong Resort, Trivago, Lactalis	0.69		0.69
4	3	Dentsu Media	Shiseido, ES Labo, CU Legend Project, TW coffee Project	0.45		0.45
5	4	Starcom MediaVest	AIA Group, ICBC (Asia)	0.30		0.30
6	5	MEC	Sony(Search), Hysan Development Corporation(Search)	0.35	ICBC (Asia)	0.15
7	10=	Vizeum		0.10		0.10
8	6	MediaCom	Huawei Technologies, Metropolitan Life Insurance	0.07		0.07
9	7	OMD	Coach, Village Road Show, Diva Residential Property Project, AMENZ	0.57	Electronic Client	0.06
10	9	Initiative	The Economist	0.04		0.04
11	10=	Havas Media		0.00		0.00
12	8	PHD	GOTV-TV8	0.05		(0.05)
13	12	Maxus	Pandora, Avnet Technology, Cheung Kong Properties	0.17	Union Pay	(0.17)
14	13	Mindshare	Auto Client	0.25	Pandora(Offline)	(0.31)

The R3 New Business League has been compiled each of the last 143 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.