

## 2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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), Tudor Project, Mercer Project  | 5.41                                 |               | 5.41                                    | 37         |
| 2               | 2               | DDB               | New World Project, A.S. Watson, Bioderma Project    | 2.48                                 |               | 2.48                                    | 6          |
| 3               | 3               | JWT               | Chow Sang Sang Project, CLP Project                 | 1.44                                 |               | 1.44                                    | 11         |
| 4               | 4               | McCann WorldGroup | Hsin Chong Project                                  | 1.12                                 |               | 1.12                                    | 11         |
| 5               | 5               | Leo Burnett       | Allergan, Pfizer Project, Fortune Pharmacal Project | 0.67                                 |               | 0.67                                    | 5          |
| 6               | 7=              | BBDO              | Pharmaceutical Client                               | 0.30                                 |               | 0.30                                    | 1          |
| 7               | 6               | TBWA              | Sotheby's, Live Nation                              | 0.23                                 |               | 0.23                                    | 3          |
| 8-              | 7=              | SapientNitro      |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Y&R               |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Saatchi & Saatchi |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Lowe              |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Dentsu            |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Publicis          |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | FCB               |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | M&C Saatchi       |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Bates             |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Havas Worldwide   |   | 0.00                                 |               | 0.00                                    | 0          |
| 8-              | 7=              | Grey Group        |   | 0.00                                 |               | 0.00                                    | 0          |
|                 |                 |                   |   |                                      |               | 11.6                                    | 74         |

## 2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / May 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             | Allergan Medical Aesthetics, LUXE (Digital), UNIQLO(Digital) | 2.3                                  |                            | 2.34                                    | 20         |
| 2               | 2               | PHD               | SCA Tempo and Vinda, Audemars Piguet, Tempo, Cavalia         | 1.1                                  | Transitions                | 1.07                                    | 8          |
| 3               | 5               | OMD               | Lululemon, Scott Collections, Telstra, WeLand                | 0.8                                  |                            | 0.80                                    | 5          |
| 4               | 3               | Vizeum            | Sands China Digital, Panasonic                               | 0.8                                  |                            | 0.77                                    | 5          |
| 5               | 4               | Universal McCann  | American Airline, Coke(Social), Huggies Project,Nike Project | 0.9                                  |                            | 0.75                                    | 26         |
| 6               | 6               | Dentsu Media      | China UnionPay Project, OCBC Wing Hang Credits, Seiko        | 0.9                                  | Sands China Digital        | 0.42                                    | 3          |
| 7               | 7               | MEC               | HK Disneyland(SEM), Lane Crawford (SEM)                      | 0.1                                  |                            | 0.05                                    | 2          |
| 8=              | 8=              | Starcom MediaVest |  | 0.0                                  |                            | 0.00                                    | 0          |
| 8=              | 8=              | Initiative        |  | 0.0                                  |                            | 0.00                                    | 0          |
| 10              | 10              | Mindshare         | Modern Media   | 0.3                                  | Korea Strawberry(Research) | -0.04                                   | 1          |
| 11              | 11              | Havas Media       | Sotheby's  | 0.2                                  | Subaru                     | -0.08                                   | 1          |
| 12              | 12              | Maxus             | Subaru   | 0.1                                  | SC Johnson(buying)         | -0.22                                   | 1          |
| 13              | 13              | MediaCom          | Bose   | 0.1                                  | OCBC Wing Hang Credits     | -0.39                                   | 2          |
| 14              | 14              | ZenithOptimedia   |  | 0.0                                  | Tempo                      | -0.93                                   | 0          |
|                 |                 |                   |  |                                      |                            | 4.6                                     | 74         |

### METHODOLOGY

The R3 New Business League has been compiled each of the last 153 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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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