

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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, H&M Project	5.48		5.48	42
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	1.54		1.54	12
4	4	McCann WorldGroup	G2000 Project, Titus Project, Hsin Chong Project	1.46		1.46	16
5	5	Leo Burnett	Allergan, Pfizer Project, Fortune Pharmacal Project	0.67		0.67	5
6-	6	BBDO	Pharmaceutical Client	0.30		0.30	1
6-	8=	Y&R	Pharmaceutical Client	0.30		0.30	1
8	7	TBWA	Sotheby's, Live Nation	0.23		0.23	3
9-	8=	Dentsu	Satami Project, Top Harvest Asia Project	0.03		0.03	2
9-	8=	SapientNitro		0.00		0.00	0
9-	8=	Saatchi & Saatchi		0.00		0.00	0
9-	8=	Lowe		0.00		0.00	0
9-	8=	Publicis		0.00		0.00	0
9-	8=	FCB		0.00		0.00	0
9-	8=	M&C Saatchi		0.00		0.00	0
9-	8=	Bates		0.00		0.00	0
9-	8=	Havas Worldwide		0.00		0.00	0
9-	8=	Grey Group		0.00		0.00	0
						12.5	88

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / June 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	Universal McCann	Ngong Ping 360, American Airline, Coke(Social), Huggies Project	1.1		0.90	27
4	3	OMD	Lululemon, Scott Collections, Telstra, WeLand	0.8		0.80	5
5	4	Vizeum	Sands China Digital, Panasonic	0.8		0.77	5
6	6	Dentsu Media	China UnionPay Project, OCBC Wing Hang Credits, Seiko	0.9	Sands China Digital	0.42	3
7	8	Starcom MediaVest	Sansiri	0.2		0.15	1
8	7	MEC	HK Disneyland(SEM), Lane Crawford (SEM)	0.1		0.05	2
9	10	Mindshare	Modern Media	0.3	Korea Strawberry(Research)	-0.04	1
10	11	Havas Media	Sotheby's	0.2	Subaru	-0.08	1
11	12	Maxus	Subaru	0.1	SC Johnson(buying)	-0.22	1
12	13	MediaCom	Bose, Hysan Development,RDI Management Learning	0.3	OCBC Wing Hang Credits	-0.23	4
13	14	ZenithOptimedia		0.0	Tempo	-0.93	0
						5.0	78

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 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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