

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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	5.78		5.78	43
2	2	DDB	New World Project, Paliburg Project, HK Airline Project	3.08		3.08	8
3	4	McCann WorldGroup	G2000 Project, Titus Project, Hsin Chong Project	1.87		1.87	19
4	3	JWT	Chow Sang Sang Project, CLP Project	1.64		1.64	13
5	5	Leo Burnett	Allergan, Pfizer Project, Fortune Pharmacal Project	0.67		0.67	5
6	6=	BBDO	Pharmaceutical Client	0.41		0.41	3
7	9=	Publicis	HK Reports Project	0.39		0.39	2
8	6=	Y&R	Pharmaceutical Client	0.30		0.30	1
9	8	TBWA	Sotheby's, Live Nation	0.30		0.30	4
10	9=	Dentsu	Satami Project, Top Harvest Asia Project	0.03		0.03	2
11-	9=	SapientNitro		0.00		0.00	0
11-	9=	Saatchi & Saatchi		0.00		0.00	0
11-	9=	Lowe		0.00		0.00	0
11-	9=	FCB		0.00		0.00	0
11-	9=	M&C Saatchi		0.00		0.00	0
11-	9=	Bates		0.00		0.00	0
11-	9=	Havas Worldwide		0.00		0.00	0
11-	9=	Grey Group		0.00		0.00	0
						14.5	100

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / July 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	4	OMD	Lululemon, Scott Collections, Telstra, WeLand	1.1		1.05	6
4	3	Universal McCann	Ngong Ping 360, American Airline, Solvil et Titus	1.1		0.93	30
5	5	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	7	Starcom MediaVest	Sansiri	0.2		0.15	1
8	8	MEC	HK Disneyland(SEM), Lane Crawford (SEM)	0.1		0.05	2
9	9	Mindshare	Modern Media	0.3	Korea Strawberry(Research)	-0.04	1
10	10	Havas Media	Sotheby's	0.2	Subaru	-0.08	1
11	12	MediaCom	Bose, Hysan Development, Global Merchant Funding	0.3	OCBC Wing Hang Credits	-0.18	5
12	11	Maxus	Subaru	0.1	SC Johnson(buying)	-0.22	1
13	13	ZenithOptimedia		0.0	Tempo	-0.93	0
						5.3	83

METHODOLOGY

The R3 New Business League has been compiled each of the last 155 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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