

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 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	HK Land Project, Takeda Project, UGG	6.43		6.43	55
2	2	DDB	New World Project, Paliburg Project, HK Airline Project	3.08		3.08	8
3	3	McCann WorldGroup	G2000 Project, Titus Project, Hsin Chong Project	1.87		1.80	19
4	4	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	8	Y&R	Pharmaceutical Client	0.60		0.60	2
7	6	BBDO	Pharmaceutical Client	0.41		0.41	3
8	7	Publicis	HK Reports Project	0.39		0.39	2
9	9	TBWA	Sotheby's, Live Nation	0.30		0.30	4
10	10	Dentsu	Satami Project, Top Harvest Asia Project	0.03		0.03	2
11-	11=	SapientNitro		0.00		0.00	0
11-	11=	Saatchi & Saatchi		0.00		0.00	0
11-	11=	Lowe		0.00		0.00	0
11-	11=	FCB		0.00		0.00	0
11-	11=	M&C Saatchi		0.00		0.00	0
11-	11=	Bates		0.00		0.00	0
11-	11=	Havas Worldwide		0.00		0.00	0
11-	11=	Grey Group		0.00		0.00	0
						15.3	113

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Aug 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	Beiersdorf, Allergan Medical Aesthetics, LUXE (Digital)	4.60		4.60	28
2	3	OMD	Apple(digital), Cigna, Magnetic Asia	2.05		2.05	10
3	2	PHD	SCA Tempo and Vinda, Audemars Piguet, Tempo, Cavalia	1.14	Transitions	1.07	8
4	4	Universal McCann	Blackmores, Ngong Ping 360, American Airline, FWD Project	1.12		0.97	33
5	5	Vizeum	Sands China Digital, Panasonic	0.77		0.77	5
6	6	Dentsu Media	AMO, China UnionPay Project, OCBC Wing Hang Credits	0.93	Sands China Digital	0.43	4
7	7	Starcom MediaVest	Sansiri, Bluebell	0.24		0.24	3
8	9	Mindshare	Modern Media, IKEA Project	0.50	Korea Strawberry(Research)	0.21	2
9	8	MEC	HK Disneyland(SEM), Lane Crawford (SEM), Eaton Hotels(digital)	0.12		0.12	4
10	10	Havas Media	Sotheby's	0.15	Subaru	-0.08	1
11	12	Maxus	Subaru	0.08	SC Johnson(buying)	-0.22	1
12	11	MediaCom	Bose, Hysan Development,Global Merchant Funding	0.32	AMO	-0.24	5
13	13	ZenithOptimedia	CLP, Osim Project	0.31	Tempo	-0.62	3
						9.3	107

METHODOLOGY

The R3 New Business League has been compiled each of the last 156 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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