

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 2016

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	DDB	Coca-Cola Brands, KVB Kunlun Project, China Mobile Project	6.22	Vita Tea	6.02	28
2	2	Ogilvy	Okada Project, Ceylon Tea Project, Nike Project	6.06	SmarTone	5.31	29
3	3	TBWA	GoDaddy(Digital), SmarTone, Adidas Project, SCB Project	2.88		2.88	10
4	4	McCann WorldGroup	Nestle Project, Microsoft Project, Nolboo Project	1.77		1.77	24
5=	5=	Saatchi & Saatchi	FWD Life Insurance Project, HSBC Project	1.50		1.50	6
5=	5=	FCB	Prudential	1.50		1.50	1
7	7	Mullen Lowe	The Peninsula Hotels(Digital)	1.00		1.00	1
8	8	BBDO	MetLife	0.50		0.50	2
9	9	Isobar	Tourism Client	0.49		0.49	6
10=	10	Leo Burnett	Wheelock Project, Huawei Project, Sino Group Project	0.65		0.34	6
10=	11	Publicis	P&G Swisse, HK Land Project, Renault, Atomic Floyd Project	0.35		0.34	5
12	14=	Grey Group	P&G Project, MengNiu Project	0.33		0.33	4
13	12	Cedar	Hong Kong Tourism Board	0.20		0.20	1
14	13	Dentsu	Taipan Bread & Cakes Project, Campbell Soup Project	0.06		0.06	4
15=	14=	J Walter Thompson		0.00		0.00	0
15=	14=	Y&R		0.00		0.00	0
15=	14=	SapientRazorfish		0.00		0.00	0
15=	14=	M&C Saatchi		0.00		0.00	0
15=	14=	Havas Worldwide		0.00		0.00	0
						22.2	127

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Oct 2016

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	Bausch & Lomb, Supercell, King	6.29		6.29	34
2	4	Mindshare	Wearnes Motors, IKEA, Withings, Welend Loan	4.68	Bausch & Lomb	3.50	11
3	2	Zenith	Shangri-La Hotels and Resorts, DJI, Fortune Pharmacal, Klook	3.32	3M	3.28	7
4	3	PHD	Travel Expert, Revlon, Eos Products, Fossil	3.26		3.26	7
5	5	OMD	Quaker Project, Machine Zone Project	3.13	VISA	1.94	20
6	6	Universal McCann	VF Group, Sony Pictures, Global Beauty(Digital), Carlsberg(Social)	1.77	ASANA Project	1.16	9
7	7	MEC	Lane Crawford, Trinity(Digital), Hong Kong Airlines	0.74		0.74	10
8	8	Starcom	VISA, Etihad Airways, 3M	0.41		0.40	5
9	9	Vizeum	FMCG Client	0.25		0.25	1
10	10	Mediavest Spark	Macau Galaxy	0.20		0.20	1
11	11	Initiative	Suntory Cerebos	0.19	Sansiri	0.15	1
12	12	Dentsu Media	Finance Client	0.09		0.09	7
13	13	Maxus		0.00		0.00	0
14	15	MediaCom	AIA, Nan Fung Development	0.75	MetLife	-1.14	2
15	14	Havas Media	NBA, Philips, Open University of Hong Kong	0.06	Travel Expert	-1.33	4
						18.8	119

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by 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.