

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	Google Project, Intel Project, Twitter Project	6.63	Midea International	4.63	62
2	2	DDB	New World Project, Paliburg Project, HK Airline Project	3.08		3.08	8
3	6	BBDO	Midea International,	2.71		2.71	5
4	3	McCann WorldGroup	G2000 Project, Titus Project, Hsin Chong Project	1.87		1.80	19
5	4	J Walter Thompson	Chow Sang Sang Project, CLP Project	1.64		1.64	13
6	5	Leo Burnett	HK International Airport Project, A.S. Watson Retail Project	1.27		1.27	7
7	8	Y&R	Pharmaceutical Client	0.60		0.60	2
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	Vitasoy, Satami Project, Top Harvest Asia Project	0.29		0.29	3
11-	11=	SapientNitro		0.00		0.00	0
11-	11=	Saatchi & Saatchi		0.00		0.00	0
11-	11=	Mullen 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=	Grey Group		0.00		0.00	0
11-	11=	Havas Worldwide		0.00	HK International Airport	-0.30	0
						16.4	125

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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		4.59	28
2	2	OMD	Apple(digital), Cigna, Magnetic Asia	2.05		2.05	10
3	8	Mindshare	Smartone Vodafone, Expedia, Modern Media, IKEA Project	1.75	Korea Strawberry(Research)	1.46	4
4	3	PHD	SCA Tempo and Vinda, Audemars Piguet, Tempo, Cavalia	1.14	Transitions	1.07	8
5	4	Universal McCann	Blackmores, Ngong Ping 360, American Airline, FWD Project	1.13		0.98	34
6	5	Vizeum	Sands China Digital, Panasonic	0.77		0.77	5
7	6	Dentsu Media	Amway Project, AirAsia	1.08	Sands China Digital	0.58	6
8	7	Starcom MediaVest	Sansiri, Bluebell	0.24		0.24	3
9	10	Havas Media	Sotheby's, Pfizer Project	0.23	Subaru	0.01	3
10	9	MEC	Park Hotel Group(Digital), MOXA(SEM), Digikey China(Digital)	0.21	CLP	-0.04	10
11	11	Maxus	Subaru	0.08	SC Johnson(buying)	-0.22	1
12	12	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
						10.6	120

METHODOLOGY

The R3 New Business League has been compiled each of the last 157 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.

For more details please write to greg@rthree.com