

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	KVB Kunlun Project, China Mobile Project, AXA Project,	4.22	Vita Tea	4.02	27
2	2	Ogilvy	Huawei Cloud Core Network (Social), Darlie Project, By-Health Project	4.44	SmarTone	3.69	21
3	3	TBWA	GoDaddy(Digital), SmarTone, Adidas Project, SCB Project	2.88		2.88	10
4	6	McCann WorldGroup	Microsoft Project, Nolboo Project, Kiroro Resort Project	1.65		1.65	23
5=	5	Saatchi & Saatchi	FWD Life Insurance Project, HSBC Project	1.50		1.50	6
5=	4	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	Sino Group Project, Sundan Project, Star Cruises Project	0.37		0.37	4
11	11	Publicis	HK Land Project, Renault, Atomic Floyd Project	0.32		0.32	4
12	12	Cedar	Hong Kong Tourism Board	0.20		0.20	1
13	13	Dentsu	Taipan Bread & Cakes Project, Campbell Soup Project	0.06		0.06	4
14=	14=	J Walter Thompson		0.00		0.00	0
14=	14=	Y&R		0.00		0.00	0
14=	14=	SapientNitro		0.00		0.00	0
14=	14=	M&C Saatchi		0.00		0.00	0
14=	14=	Havas Worldwide		0.00		0.00	0
14=	14=	Grey Group		0.00		0.00	0
						18.2	110

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Sep 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	6.28		6.28	32
2	3	Zenith	Shangri-La Hotels and Resorts, DJI, Fortune Pharmacal, Klook	3.32	3M	3.28	7
3	2	PHD	Travel Expert, Revlon, Eos Products, Fossil	3.26		3.26	7
4	7	Mindshare	Withings, Welend Loan, Hong Kong Tennis Association	3.93	Bausch & Lomb	2.75	9
5	5	OMD	Quaker Project, Machine Zone Project, MPFA Project, MTR	3.11	VISA	1.92	19
6	6	Universal McCann	VF Group, Sony Pictures, Global Beauty(Digital), Carlsberg(Social)	1.76	ASANA Project	1.15	7
7	8	MEC	Lane Crawford, Trinity(Digital), Hong Kong Airlines	0.74		0.74	10
8	9	Starcom	VISA, Etihad Airways, 3M	0.41		0.40	5
9	10	Vizeum	FMCG Client	0.25		0.25	1
10	11	Mediavest Spark	Macau Galaxy	0.20		0.20	1
11	12	Initiative	Suntory Cerebos	0.19	Sansiri	0.15	1
12	4	Dentsu Media	Finance Client	0.09		0.09	7
13	13	Maxus		0.00		0.00	0
14	14	Havas Media	NBA, Philips, Open University of Hong Kong	0.06	Travel Expert	-1.33	4
15	15	MediaCom	Nan Fung Development	0.25	MetLife	-1.64	1
						17.5	111

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.