

## 2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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	7.12	Vita Tea	6.92	31
2	2	Ogilvy	Airbnb, Okada Project, Ceylon Tea Project, Nike Project	6.16	SmarTone	5.11	32
3	3	TBWA	Bellamy's Project, GoDaddy(Digital), SmarTone, Adidas Project, SCB Project	3.26		3.26	12
4	4	McCann WorldGroup	Nestle Project, Microsoft Project, Nolboo Project, Carlsberg Project	1.90		1.60	25
5=	5=	Saatchi & Saatchi	FWD Life Insurance Project, HSBC Project	1.50		1.50	6
5=	7	Mullen Lowe	Sloggi, The Peninsula Hotels(Digital)	1.50		1.50	2
5=	5=	FCB	Prudential	1.50		1.50	1
8	9	Isobar	Tourism Client	0.67		0.67	9
9	8	BBDO	MetLife	0.50		0.50	2
10	10=	Leo Burnett	Wheelock Project, Huawei Project, Sino Group Project	0.65	FMCG Client(Digital)	0.35	6
11	10=	Publicis	P&G Swisse, HK Land Project, Renault, Atomic Floyd Project	0.35		0.34	5
12	12	Grey Group	P&G Project, MengNiu Project	0.33		0.33	4
13	13	Cedar	Hong Kong Tourism Board	0.20		0.20	1
14	14	Havas Worldwide	Pedder Group	0.16		0.16	1
15	15	Dentsu	Taipan Bread & Cakes Project, Campbell Soup Project	0.06		0.06	4
16=	16=	J Walter Thompson		0.00		0.00	0
16=	16=	Y&R		0.00		0.00	0
16=	16=	M&C Saatchi		0.00		0.00	0
						24.0	141

## 2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong / Dec 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	Dream Cruises	6.08	34
2	3	Mindshare	Dream Cruises, Tsui Wah, Wearnes Motors, IKEA, Withings, Welend Loan	5.83	Bausch & Lomb	4.65	13
3	2	Zenith	21st Century Fox, Shangri-La Hotels and Resorts, DJI	3.82	3M	3.41	8
4	4	PHD	Travel Expert, Revlon, Eos Products, Fossil	3.26	FWD Life Insurance	2.96	7
5	5	OMD	Quaker Project, Machine Zone Project	3.31	VISA	1.94	20
6	6	Universal McCann	VF Group, Sony Pictures, Global Beauty(Digital), Carlsberg(Social)	2.15	ASANA Project	1.54	11
7	7	MEC	FWD Life Insurance, Trinity(Digital), Hong Kong Airlines	1.10		1.10	13
8	8	Dentsu Media	Finance Client	0.68		0.68	11
9	9	Starcom	Electronic Arts, VISA, Etihad Airways, 3M	0.46		0.45	6
10	10	Vizeum	FMCG Client	0.25		0.25	1
11	11	Mediavest Spark	Macau Galaxy	0.20		0.20	1
12	12	Initiative	Suntory Cerebos	0.19	Sansiri	0.15	1
13	13	Maxus		0.00		0.00	0
14	14	MediaCom	AIA, Nan Fung Development	0.75	MetLife	-1.14	2
15	15	Havas Media	NBA, Philips, Open University of Hong Kong	0.06	Travel Expert	-1.33	4
						20.9	132

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.