

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	McCann WorldGroup	Shiseido Project, HVM Project	3.15		3.15
2	2	Ogilvy	Sky Connection Project, Calsberg Project	3.07		3.07
3	3	JWT	Carlsberg, Sun Hung Kai Properties Project, Hysan Properties Project	1.29		1.29
4	4	Leo Burnett	Real estate Clients	1.15		1.15
5	6	Y&R	Government Client	0.39	Microsoft CRM	0.29
6	7	Lowe	Milk Client	0.20		0.20
7	8	TBWA	DCG Client	0.13		0.13
8	9	SapientNitro	Lane Crawford Project	0.10		0.10
9	10	Dentsu	Royal Medic Project, Tai Pan Bakery Project	0.02		0.02
10=	11=	Grey Group		0.00		0.00
10=	11=	Publicis		0.00		0.00
10=	11=	DraftFCB		0.00		0.00
10=	11=	Saatchi & Saatchi		0.00		0.00
10=	11=	M&C Saatchi		0.00		0.00
10=	11=	BBD0		0.00		0.00
10=	11=	Bates		0.00		0.00
10=	11=	Havas Worldwide		0.00		0.00
18	5	DDB	Watsons Project, Pfizer Project	1.24	Finance Client	(0.05)

**MEDIA AGENCIES NEW BUSINESS LEAGUE**

Hong Kong/ May 2014

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)
1	1	Carat	Hubtown, Nokia, Sunraysia Social	7.59		7.59
2	3	ZenithOptimedia	Union Pay, Hong Kong Resort, Trivago, Lactalis	0.69		0.69
3	2	Dentsu Media	Tourism Client	0.45		0.45
4	4	Starcom MediaVest	AIA Group, ICBC (Asia)	0.30		0.30
5	5	MEC	Sony(Search), Hysan Development Corporation(Search)	0.35	ICBC (Asia)	0.15
6	6	MediaCom	Huawei Technologies, Metropolitan Life Insurance	0.07		0.07
7	7	PHD	GOTV-TVB	0.05		0.05
8	8	Initiative	The Economist	0.04		0.04
9=	9=	Havas Media		0.00		0.00
9=	9=	Vizeum		0.00		0.00
11	12	OMD	Village Road Show, Diva Residential Property Project, AMENZ	0.42	Electronic Client	(0.08)
12	13	Mindshare		0.25	Mondelez	(0.24)
13	9=	Maxus		0.00	Union Pay	(0.34)
14	14	Universal McCann	Regus, Cathay Pacific (Search), KFC Project, Water Supplies Dept	0.74	Microsoft	(0.62)

The R3 New Business League has been compiled each of the last 141 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](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 for clients across the region.