

# CREATIVE AGENCIES NEW BUSINESS LEAGUE

Hong Kong/ May 2013

| 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               | Ogilvy            | Moncler, AY Lazarro, Bayer                              | 3.28                                 | China Telecom Global | 2.53                                    |
| 2               | 2               | Leo Burnett       | Twinnings, Shun Hing Group Proejct, Pfizer Harmonet     | 1.32                                 |                      | 1.32                                    |
| 3               | 3               | DDB               | HK Trade Development Council, Henderson, Bayer Regional | 0.88                                 |                      | 0.88                                    |
| 4               | 4               | Grey Group        | Wellcome  | 0.75                                 |                      | 0.75                                    |
| 5               | 6               | McCann WorldGroup | China Telecom Global, Adobe                             | 1.35                                 | Wellcome             | 0.60                                    |
| 6               | 5               | TBWA              | Infiniti Hong Kong Project, Art Basel Project, AIA      | 0.46                                 |                      | 0.46                                    |
| 7               | 7               | Publicis          |   | 0.36                                 |                      | 0.36                                    |
| 8               | 8               | Y&R               |   | 0.34                                 |                      | 0.34                                    |
| 9               | 9               | Lowe              | Garuda Indonesia Global                                 | 0.20                                 |                      | 0.20                                    |
| 10              | 13=             | JWT               | GSK, K7 Computing                                       | 0.20                                 |                      | 0.20                                    |
| 11=             | 10=             | DraftFCB          | Hong Kong Housing Society, Luxury Property Development  | 0.10                                 |                      | 0.10                                    |
| 11=             | 10=             | M&C Saatchi       | British Council   | 0.10                                 |                      | 0.10                                    |
| 13              | 12              | BBDO              | Starbucks Corporation Project                           | 0.01                                 |                      | 0.01                                    |
| 14=             | 13=             | Saatchi & Saatchi |   | 0.00                                 |                      | 0.00                                    |
| 14=             | 13=             | Dentsu            |   | 0.00                                 |                      | 0.00                                    |
| 14=             | 13=             | Bates             |   | 0.00                                 |                      | 0.00                                    |
| 14=             | 13=             | Havas Worldwide   |   | 0.00                                 |                      | 0.00                                    |

## MEDIA AGENCIES NEW BUSINESS LEAGUE

Hong Kong/ May 2013

| 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             |  | 1.39                                 |               | 1.39                                    |
| 2               | 2               | MediaCom          | Cafe De Coral, VW, Air Seychelles                  | 0.94                                 |               | 0.94                                    |
| 3               | 3               | Vizeum            |  | 0.64                                 |               | 0.64                                    |
| 4               | 4               | PHD               | Golden Resources, KK Box                           | 0.54                                 |               | 0.54                                    |
| 5               | 7               | ZenithOptimedia   | Nestle, New Media Group Project                    | 0.32                                 |               | 0.32                                    |
| 6               | 5               | Maxus             | Venetian Sands, Nissin Cup Noodles, Venetian Macao | 0.34                                 | PepsiCo       | 0.19                                    |
| 7               | 6               | Starcom MediaVest | Garuda Indonesia Global                            | 0.10                                 |               | 0.10                                    |
| 8               | 8               | Havas Media       |  | 0.01                                 |               | 0.01                                    |
| 9=              | 9=              | MEC               |  | 0.00                                 |               | 0.00                                    |
| 9=              | 9=              | Dentsu Media      |  | 0.00                                 |               | 0.00                                    |
| 9=              | 9=              | Initiative        |  | 0.00                                 |               | 0.00                                    |
| 12              | 12              | OMD               | V Group, Danone, Pepsico                           | 0.45                                 | Fonterra      | (0.05)                                  |
| 13              | 13              | Mindshare         |  | 0.00                                 | Landmark      | (0.40)                                  |
| 14              | 14              | Universal McCann  | Coca-Cola Project                                  | 0.01                                 | Nestle        | (0.65)                                  |

The R3 New Business League has been compiled each of the last 129 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.