

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	Ogilvy	Coca-Cola Philippines, Jaguar Land Rover Japan Project, Qantas Airways Singapore Project	46.4	FIAT India	43.1	181
2	4	Y&R	Microsoft NZ Project, Bosch China, Kotak Bank Singapore Project	20.5		20.5	68
3	2	TBWA	Claire's Korea, TOM Organic Australia Project, Mead Johnson Vietnam Project	20.2	Bosch China	19.3	45
4	3	DDB	EVO China Project, HIRA Korea, Aquafina Thailand Project	18.7	L&T Realty India	17.7	105
5	7	Publicis	HuiRen Medical China Project, American Express ANZ Project	19.0	FMCG Client China	17.5	150
6	8	J Walter Thompson	Wipro India, KBM Goodwill Thailand, Unilever China Project	16.6	Brand USA Tourism APAC	14.9	123
7	6	Isobar	Panasonic India Digital Project	14.4		14.4	77
8	9	McCann WorldGroup	Mondelez Japan Project, GITI China Project, TAFEP Singapore Project	14.1	VIP India	13.9	159
9	12	Saatchi & Saatchi	BMW Mini Malaysia, Ladbrokes Australia, Sheth Creators India	13.2		13.2	38
10	5	Cheil	Logitech India, Coca-Cola India Project.	12.5	Pfizer Korea	12.0	49
11	13	Leo Burnett	Twinings Australia, Google India Project, FIAT India	14.4	Woolworths Australia	10.9	67
13	11	Mullen Lowe	Unilever Cornetto(Digital) APAC, L&T Croprorate (Digital) India, Vivo Mobiles India Project	8.6	Axis Bank India	8.4	24
14	10	Dentsu	Unilever Brands & Digital Philippines, Red Bull(Digital) India, TI Cycles(Digital) India	8.8	Cremica India	8.2	41
15	14	M&C Saatchi	Woolworths Australia, Celcom Malaysia,	3.6		3.6	8
15	16	FCB	Massey University New Zealand, Prudential Hong Kong, Nubia Z11 China	2.8		2.8	4
16	15	DigitasLbi	Shangri-La Hotels and Resorts Global	2.4		2.4	1
17-	17	SapientNitro	Hugo Boss(Digital) APAC	1.0		1.0	5
17-	18=	Wieden & Kennedy	AB InBev - Corona China	1.0		1.0	1
17-	18=	AKQA	Johnson's Baby(Digital) China	1.0		1.0	1
20	21	BBDO	MetLife APAC (8 Markets), Draftstars Australia Project, Emirates Japan	4.3	Foxtel Australia Project	0.2	5
21	20	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
22	22	Havas Worldwide	Huawei Smartphones APAC Project, Danone Nutricia Brands Indonesia, D'lecta India	2.1	Virgin Mobile Australia	-0.9	3
23	23	Grey Group	Weber BBQ APAC	0.1	Orang Tua Indonesia	-3.2	1
						221.8	1,159



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 2016

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1	1	OMD	Coles Australia, Carlsberg Brand Vietnam, Vinamilk (Buying) Vietnam	26.1	H&M Singapore	23.2	54
2	2	Carat	JDE Thailand, Supercell Hong Kong, DYACO Taiwan	13.5	OCBC Bank Singapore	12.0	108
3=	3	Mindshare	King Living Singapore, Hitachi China, Takeda Taiwan	15.0	Suntory Cerebos Hong Kong	8.4	41
3=	5=	Zenith	Alibaba(Planning&Research) China, AVIVA Singapore, Nikon APAC	13.8	Celcom Malaysia	8.4	47
5	5=	Initiative	Reckitt Benckiser Asia(6 markets), Suntory Cerebos Asia(5 Markets), BGC Australia	10.1	Coca-Cola Thailand	8.3	22
6	4	Vizeum	AFL Australia, Reckitt Benckiser Thailand	7.3		7.3	23
7	13	MediaCom	AirChina (Planning) China, Bayer(Buying) Japan, P&G SK-II Taiwan	12.4	Westpac Australia	6.7	47
8	7	Starcom	AIA Malaysia, Revlon Thailand, The Study Group Australia	7.4	Suntory Cerebos Malaysia	5.6	26
9	11	MEC	Mitsubishi Motors Australia, MeituanWaimai China, OpenTable Australia	6.7	EDB Singapore	4.6	50
10	8	PHD	Vaya Australia, High Shopping Thailand, Allianz India, SCA Taiwan	6.0	Greenstone Australia	4.1	22
11	10	Dentsu Media	Japan National Tourism Organization Malaysia	4.6	Bridgestone India	4.0	60
12=	12	Havas Media	GoBear APAC, Philips Lighting APAC, McPherson's Australia	5.0	JDE Thailand	1.7	45
12=	9	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia, Droom India	2.7	Acer Indonesia	1.7	8
14	14	BPN		0.0		0.0	0
15	15	Universal McCann	BMW Japan, Zivame.com India, D'live Korea	6.8	Coles Australia	-8.3	24
						87.7	577

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.