



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 2017

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	Fanta Asean Project, Pernod Ricard-Martell Singapore, ishansong Taiwan Project	80.9	SingTel Singapore	76.1	269
2	2	J Walter Thompson	PPHG Singapore, Milton India, Hyundai Motors India Project	48.9	China Unicom China	45.0	239
3	3	Isobar	Titan(Digital) Global, Canon Thailand	41.9	Innisfree Malaysia	41.8	187
4	4	McCann WorldGroup	SVR China Project, Jindal Steel India, Udacity India	32.0	Hisense China	31.7	297
5	6	Leo Burnett	Abbott Singapore Project, The One Card Thailand Project, BOI Thailand Project	25.9	McDonald's Australia	22.7	156
6	5	DDB	Puma India Digital, Tourism Australia Project, Hisense China	25.5	SilkAir Singapore	20.8	191
7	8	Dentsu	Cpjobs.com Hong Kong, MTR Foods and Orkla India, Toyota Philippines Digital	20.7	Etika - Calpis Malaysia Project	19.6	143
8	7	Publicis	Chile cherry China Project, Suncorp Digital Australia Project, Marti Derm China Project	17.9	ABinBev (Digital) Korea	16.2	143
9	9	Y&R	Jamshedpur Football Club India, Sangbad Pratidin India	13.4	Suncorp Bank Australia	12.4	58
10	10	Saatchi & Saatchi	Hero Salute India, ANZ Bank New Zealand Project, Amex Australia Project	12.3	A.O.Smith China	11.9	56
11	11	Wieden & Kennedy	BMW(Digital) China, KFC China Project, Citizen Japan	10.4		10.4	9
12	12	VML	Property Group Australia, INSEAD Singapore	7.0		7.0	19
13	13	FCB	SBI Mutual Fund India, Al Hamra Group UAE, Danone Nutricia UAE	7.0	Zee TV India	6.2	19
14	14	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
15	15	MullenLowe Group	Quikr India, Motilal Oswal Financial Services India, Micromax India	4.8	Cash Converters Australia	3.5	35
16	17	BBH	Smartron India, SingTel Singapore, BookMyShow India	3.3	Car Client	1.8	3
17-	18	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	0.6		0.6	2
17-	16	M&C Saatchi	Etika - Calpis Malaysia Project, D'yana Malaysia, SGMW auto 510 model China	3.5	NRMA Australia	0.6	4
19-	20	BBDO	The Tourism Authority of Thailand, PN Rao India, Beyondblue Australia, AIA Project Singapore	1.7	Paras Dairy India	-2.3	5
19-	19	TBWA	Austr Turf Club Australia, PT Bank Permata Indonesia, Beyondblue Australia	1.5	McCain's Australia	-2.3	4
						<b>380.1</b>	<b>2,042</b>

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 2017

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	Mindshare	Supor China, V Credit China	61.2	Godrej & Boyce India	52.3	85
2	2	MediaCom	Govt of Victoria Australia, IKEA Japan, Verse Innovation India	52.7	SM Malls Philippines	46.1	61
3	3	dentsu X	Car Client China	31.3	Booking.com Singapore	26.1	125
4	4	Carat	Coty Iran, Novartis UAE, Mono Film Thailand	27.0	Medecins Sans Frontieres New Zealand	24.0	199
5	5	Havas Media	Sharekhan India, Bajaj Finserv India, Glen Home Appliances India	13.8	Coty Iran	13.4	86
6	6	Wavemaker	Kimberly-Clark TH, HK, TW, SG, PH, MY, Chanel Taiwan, Dairy Farm Singapore	22.3	Michelin China	12.6	77
7	12	Blue 449	Alibaba Group(Planning) China, Priscilla Queen of the Desert Australia	11.0		11.0	18
8	7	GroupM	LVMH APAC	10.0	L'Oreal (Digital and Search ) Vietnam	9.6	1
9	8	Vizeum	Life Energy Replacement Drink Thailand, EGAT Thailand Project, Original Source & Sanctuary Spa Thailand	8.6	Pernod Ricard Australia	8.0	91
10	11	OMD	McDonald's Philippines, Amagi India, Simplot Foods Australia	14.8	Kraft Heinz APAC	7.5	93
11	9	Universal McCann	Bank of India, Spotify APAC, National University of Singapore (Business School)	10.3	McDonald's(Digital) UAE	7.2	55
12	10	PHD	PepsiCo Australia, Bank of Beirut Lebanon, Alshaya Dubai, Huawei Lebanon	12.8	Bank of Communications China	5.4	57
13	13	Starcom	Godrej & Boyce India, Silver Swan Philippines, Lenskart India	12.1	Richemont APAC	4.8	26
14	15	Publicis Media	Microsoft(Digital Media)	2.5		2.5	1
15	14	Initiative	Converse Hong Kong Project, DKSH Malaysia Project	4.1	Simplot Foods Australia	2.0	41
16	16	BPN	GBA Corp New Zealand, Voyager Innovations (Lendr) Philippines, Isuzu Philippines	1.5		1.5	8
17	17	Spark Foundry	Club Med China, Bel Groupe Australia, TGP Pharma Philippines, Heineken Japan	1.5	Shakeys	1.0	5
18	18	Zenith	Estee Lauder Taiwan, Goodyear (SEO) Asia, Coway Thailand Project	10.5	LVMH APAC	-10.1	17
						235.2	1,091

### 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.