

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	BP Australia, MCCY Singapore, Asia Miles Hong Kong Project	92.9	FIAT India	89.3	403
2	2	McCann WorldGroup	Mantra Group Australia, Cathay China Project, Unilab Philippines Project	43.7	VIP India	43.5	355
3	3	Y&R	Bausch & Lomb Japan, AVIC International China, SABMiller Australia Project	43.9	Schweppes Australia	43.2	125
4	9	Isobar	Panasonic India Digital Project	42.2		42.2	210
5	4	DDB	We-Bank China, Covermore Travel Insurance Australia, J&J Singapore Project	40.0	Vita Tea China/Hong Kong	38.6	222
6	5	Publicis	Cadillac China, HK Land Hong Kong Project, Usha International India	35.8	FMCG Client China	34.3	236
7	7	TBWA	Schweppes Australia, Adidas China Project, Maserati Vietnam	30.4	Bosch China	28.3	108
8	6	Saatchi & Saatchi	P&G China Project, FWD Insurance Vietnam Project, Allied Blenders & Distillers India	29.9	Emirates Indonesia	28.0	72
9	8	J Walter Thompson	Simplot Australia, Unilever Surfexel Sri Lanka, Pulse Candy India	28.9	KT&G Korea	24.6	231
10	10	Dentsu	National Library Board Singapore, Marigold Peel Fresh Singapore	24.4	Weet-Bix Australia	23.1	140
11	12	Mullen Lowe	Harley Davidson APAC, Ayurwin Pharma India, Varmora Granito India	17.4	Axis Bank India	17.4	52
12	11	Leo Burnett	Maybank Singapore Project, Samsung Vietnam Project, Google Korea Project	18.7	Woolworths Australia	15.1	100
13	13	Cheil	William Grant & Sons India, Inshorts (Digital) India	13.9	Pfizer Korea	13.4	57
14	14	FCB	Sunsweet Malaysia, Acer Malaysia, OCBC Malaysia	7.2	DTDC India	7.1	16
15	15	Fred & Farid	Sephora China, Mondelez China Project, Vivo China	7.0	Car Client	4.6	4
16	16	M&C Saatchi	Woolworths Australia, Celcom Malaysia, Malaysia Airports Malaysia Project	4.2		4.2	14
17	17	BBDO	Australia, Vita Tea China&HK, CoCacab Australia	8.5	Foxtel Australia Project	4.0	11
18	18	DigitasLBI	Shangri-La Hotels and Resorts Global	2.4		2.4	1
19	21=	Wieden & Kennedy	AB InBev - Corona China, Delhi Tourism India, Net Dragon China	1.6		1.6	3
20	19	Grey Group	GSK Global, Weber BBQ APAC, GMHBA Australia, Dreamworld Australia	4.9	Melbourne Racing Club	1.1	5
21	20	SapientNitro	Hugo Boss(Digital) APAC	1.0		1.0	5
22	21=	AKQA	Johnson's Baby(Digital) China	1.0		1.0	1
23	23	McGarryBowen	Brand USA tourism APAC, Acura NSX Singapore Project	0.8		0.8	3
24	24	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
25	25	Havas Worldwide	Huawei Smartphones APAC Project, Danone Nutricia Brands Indonesia, D'lecta India	2.1	Virgin Mobile Australia	-0.9	3
						467.7	2,380

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Aug 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	PHD	7-Eleven Australia, Unionpay China, Dien May Xanh Vietnam	38.8	MYOB Australia	36.7	60
2	3	Zenith	Charles & Keith Singapore, OCBC Bank Malaysia, Accuon Korea	40.8	Swarovski Global	33.8	72
3	2	OMD	Telkomsel Indonesia, Amazon China, MPFA Hong Kong	38.4	7-Eleven Australia	32.7	94
4	5	Mindshare	JD.com China, Chery Jaguar Land Rover China, Bandhan Bank India	40.6	VF Group China/Hong Kong/Korea	29.9	107
5	4	Carat	Starhub Singapore, Triple T Internet Thailand, Ministry of Energy Thailand	31.5	OCBC Bank Singapore	29.6	280
6	6	Dentsu Media	Japan National Tourism Organization Malaysia, FTMS China Project	19.7	Bridgestone India	19.1	158
7	7	Vizeum	TCT Mobile India, Manulife Vietnam, TOTAL Oil Thailand	11.8	Tennis Australia	11.6	62
8	8	Initiative	Specsavers Australia, Zurich Takaful Malaysia, Tipco Foods Thailand Project	12.1	McPherson's Australia	11.4	36
9	11	MEC	Vodafone Australia, Lane Crawford Hong Kong, Traveloka Vietnam	12.3	EDB Singapore	9.9	122
10	9=	Havas Media	Taj Hotels India, Herfy UAE, Primary Health Australia Project	12.3	JDE Thailand	8.8	89
11	13	Universal McCann	GMI(Planning) China, IWPlay World Taiwan, LCS Group Philippines	20.9	Malaysia Airlines Global	7.1	75
12	9=	Starcom	eOne Entertainment Australia, Handok Korea, Dabur(SEO) India	10.3	GMI(Planning) China	3.0	45
13	12	Mediavest Spark	Diageo Australia, Apply Direct Australia, AGKL Australia, EA Australia	2.9		2.9	5
14	14	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia, Tata Motors India	2.9	Inbisco India	0.3	9
15	15	MediaCom	Dhospaak Thailand, PT Munchy Indonesia, Greenery Park Mall Thailand	20.0	Specsavers Australia	-14.0	71
						222.8	1,285

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.