

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 2015

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	Bae Systems Singapore, Carnival Cruise China, KPMG China	85.8	Midea International Hong Kong	79.4	524
2	2	McCann WorldGroup	Nestle Philippines Project, Thermos Japan Project, Petronas Group BTL Malaysia	68.2	Carnival Cruise China	59.9	468
3	4	Y&R	ICICI India, Namco Japan Project, Wendy's India, JSW India Project	62.5	Bacardi Breezer Thailand	54.7	167
4	3	DDB	Electrolux Australia, CapitalBio China, SIM GE Singapore	57.8	Yuhan Korea	51.5	274
5	5	Leo Burnett	DTAC Thailand, VW Korea, Hilton (CN,JP,KR,SG), Coway Malaysia	48.1	Anta Sportswear China	44.0	236
6	6	J Walter Thompson	Wei Quan China, Megabagna India, JNJ Daktarin&Mylanta Indonesia	47.4	Singapore Tourism Global	39.8	267
7	7	Dentsu	Qantas Australia, MetLife Korea Project, Toyota Australia	44.7	Junlebao China	38.6	277
8	8	BBDO	RACQ Australia, Emirates Japan, Kang Wang Bayer China	40.3	General Mills India	32.2	88
9	9	Publicis	Tiger Beer Australia, Jing Dong China Project, Boehringer China Project	36.2	Cebu Pacific Philippines	31.4	307
10	10	TBWA	Virgin Mobile Australia, Singapore Tourism Global, Moet Hennessy China Project	29.5	Tigerair(Social) Singapore	27.5	160
11	11	Mullen Lowe	Market Places India, Voonik Tech India, RSPL Brands India	21.7	The Laughing Cow Vietnam	17.0	95
12	12	Grey Group	Zovirax Australia, Hotels.com Singapore, Vingroup Vietnam Project	17.7	ICICI India	14.3	102
13	13	M&C Saatchi	Optus Australia, Menulog Australia, Jasmeet Marwah India Project	12.9	Nando's India	11.4	31
14	14	Saatchi & Saatchi	Canadian International School Singapore, Toyota Corolla Australia	11.5	Siemens Appliances China	7.9	13
15	15	SapientNitro	Bond University Australia, Riot Games China, Hua Wei China Project	5.6	Ardent Leisure Australia	5.3	15
16	16	Wieden & Kennedy	Milka APAC, Nurofen APAC	3.5		3.5	3
17	18	FCB	Volkswagen New Zealand, Bosch Power Tools Asia, Hisense(Vidda) China	3.0	Philippine Airlines Philippine	1.3	3
18	19	Iris	Fiji Airways APAC, PZ Cussons APAC	1.2		1.2	2
19	20	Bates	AIA Singapore, Volkswagen Taiwan, Kelzai Secrets India	1.3	DEN Network India	0.6	3
20	17	Havas Worldwide	Citroen Australia, Mercedes-Benz vans Australia, Danone yogurts Australia	4.7	Virgin Mobile Australia	0.4	6
21	21	BBH		0.0	Viber Media India	-6.8	0
						515.1	3,041

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 2015

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	Unilever Greater China, Al Futtaim Group UAE, Carnival Cruises China	54.0	Banyan Tree Singapore	51.3	78
2	2	Carat	Mondelez APAC, Energy Trust(Buying) China, Lotterywest Australia	58.4	BMW China	49.8	481
3	3	Mindshare	Unilever Asia(Ex Greater China), BUPA (Social Media) Australia, Kellogg's NZ	51.6	DTCM Dubai	41.4	114
4	4	Starcom MediaVest	Coca-Cola Thailand, NTUC First Campus Singapore, Unisim Singapore	39.5	Optus Australia	30.7	49
5	5	ZenithOptimedia	Mercedes-Benz China, Scoot Airline China, HomeShop 18 India	32.2	Telenor India	27.5	109
6	6	Universal McCann	Optus Australia, JNJ APAC, Malaysia Airlines Malaysia, H&M Japan	32.4	Tempur Japan	25.1	190
7	7	MediaCom	General Mills Thailand, Promise Hong Kong, Lazada Philippines	28.2	Danone Nutricia Australia	22.4	91
8	8	Dentsu Media	Disney SEA, Baidu China, Bridgestone Korea, Acura Brand Promotion China	23.7	Indosat Indonesia	20.3	211
9	9	Havas Media	CapitaLand Singapore, DTCM Dubai, Lemon Square China, CIMB Niaga Indonesia	25.0	Shyam Telecom India	18.7	90
10	10	OMD	Danone China, Telenor India, WMF China, Pandora Singapore	39.6	CapitaLand Singapore	11.8	148
11	11	Vizeum	Greater Australia, Merck Malaysia, Krung Thai Bank Thailand	16.9	LVMH Korea	9.7	130
12	12	BPN	Samsung Life Insurance Thailand, Smart Telecom Philippines, PLDT Philippines	3.3		3.3	5
13	13	Initiative	Simplot Foods Australia, DKSH Thailand	6.9	Brownes Dairy Australia	1.2	32
14	14	MEC	Danone (Dugro, Mamil) Malaysia, Darya-Varia Indonesia, GoDaddy China	18.8	Mercedes-Benz China	-0.3	144
15	15	Maxus	Danone Nutricia, Tata Motors(Digital) India, Croma India	5.9	Disney SEA	-5.6	27
						307.1	1,899

METHODOLOGY

The R3 New Business League has been compiled each of the last 160 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 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 for clients across the region.

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