



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	Mitsubishi Heavy Industries Japan, CPAA China Project, Abbvie Australia	127.1	TBZ India	121.9	565
2	2	McCann WorldGroup	Shilla Duty Free Shop Korea Project, Dimmi Australia Project, YKK Japan Project	64.7	VIP India	63.5	522
3	3	Isobar	Panasonic India Digital Project	63.3		63.3	294
4	5	DDB	McDonald's Singapore, SC Johnson Singapore, Fino Bank India	65.2	Vita Tea China/Hong Kong	63.1	308
5	4	Publicis	Nestle NDG Digital Korea, Tencent China Project, ChungHwa Telecom Taiwan	62.8	FMCG Client China	60.7	305
6	6	Y&R	Bel Groupe Australia, San Churro Australia, Chevron Philippines	60.7	Revlon Australia	58.6	176
7	7	TBWA	Carver Korea, Adidas China Project, Vida Nutriscience Philippines	48.6	TAB Australia	46.2	158
8	8	Dentsu	FundsIndia.com India, Hug Innovations India, HT Media India	42.8	Weet-Bix Australia	40.3	194
9	9	J Walter Thompson	Globe Telecom (Postpaid) Philippines, Unilever China Project, Nestle Thailand	43.8	KT&G Korea	38.4	341
10	10	Saatchi & Saatchi	Bacardi China, Mead Johnson China, SVW China Project	36.2	Emirates Indonesia	34.3	107
11	11	Leo Burnett	Amazon Prime India Project, SBI Life Insurance India Project	27.7	Woolworths Australia	23.8	168
12	12	Mullen Lowe	Cargill Foods India, KEF Infrastructure India, Voonik Technology India	24.8		24.8	83
13	13	Cheil	Nissan Infiniti Motor (Digital) China, Bata India	19.3	Pfizer Korea	18.4	60
14	16	FCB	OCBC Malaysia, Havaiana Malaysia, Peodua Corporate Malaysia Project	9.2	DTDC India	8.5	22
15	14	Havas Worldwide	StudioCanal Australia, Pedder Group Hong Kong, Lotte Choco Pie Indonesia Project	12.0	Pizza Hut Indonesia	8.0	33
16	15	Grey Group	P&G Australia Project, ABI China Project, BMW India Project	11.1	Melbourne Racing Club Australia	7.4	115
17	18	M&C Saatchi	Bridgestone Tires APAC, Woolworths Australia, Celcom Malaysia, eBay Australia	5.2		5.2	27
18	17	BBDO	La Trobe University Australia, Mattel Australia, Vita Tea China&HK	9.7	Foxtel Australia Project	5.1	13
19	19	Fred & Farid	Sephora China, Mondelez China Project, Vivo China	7.0	Car Client China	4.6	4
20	21	DigitasLBI	Shangri-La Hotels and Resorts Global, Orient Electric India, Piaggio's Aprilia India	3.0		3.0	3
21	22	Wieden & Kennedy	AB InBev - Corona China, Delhi Tourism India, Net Dragon China	1.6		1.6	3
22	23	McGarryBowen	Brand USA tourism APAC, Acura NSX Singapore Project	1.0		1.0	4
23	24	SapientRazorfish	Hugo Boss(Digital) APAC	1.0	Car Client India	0.6	5
24	25	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
						702.4	3,513

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Dec 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	Mindshare	Yili(Planning and Content) China, IKEA Australia, Wyeth (Planning) China	93.8	TNZ Australia	82.7	227
2	2	Zenith	21st Century Fox APAC, STB Global, Swisse China, Takeda China	65.4	Huawei Kuwait	56.5	92
3	4	PHD	SAP Thailand, ExxonMobile Thailand Project, Scotch Thailand	40.9	MYOB Australia	38.4	76
4	3	OMD	McDonald's Philippines Projects, Cera C-Cure Thailand, Beiersdorf(Digital) Philippines	46.4	Bakers Delight Australia	37.4	136
5	15	Starcom	FCA AU/IN/JP, Mars(Buying) Asia(8 Markets), Heinz Australia	55.8	Coca-Cola China	35.8	76
6	5	Carat	DreamWorld Thailand, Triumph Motorcycles Australia, Ministry of Energy Thailand	37.8	Wyeth (Planning) China	32.2	441
7	6	Dentsu Media	Japan National Tourism Organization Malaysia, FTMS China Project	25.0	FCA Japan	20.5	258
8	7	MEC	Vouno Philippines, FWD Life Insurance Hong Kong, The Hindu India	20.5	STB Global	15.9	174
9	9	Vizeum	Arnott's Thailand, Sino-Pacific (Kuchle) Thailand, BAOJI Thailand Project	14.8	StudioCanal Australia	14.0	81
10	8	Initiative	Western Union India, Maybank MY/SG/ID/PH, Continental Tire China,	14.5	McPherson's Australia	13.8	63
11	10	MediaCom	Mars (Media Buying) ANZ, News Corp Australia, Jinmailang China	48.2	Mars (Media Buying) India	12.2	97
12	11	Havas Media	SGB Indonesia, DirectAsia Singapore, Foyr.com India	15.9	Vouno Philippines	9.5	129
13	12	Universal McCann	Reckitt Benckiser Philippines, Telekom Malaysia, Dongsuh Food Korea	26.8	FCA China	5.5	120
14	13	Mediavest Spark	Expedia SG/MY/TH, International Family Food Services Philippines	5.3		5.3	13
15	14	Blue 449	Maserati ANZ, Royal Caribbean Cruises Australia, Masterpet Australia	3.2	IKEA Australia	1.3	8
16	16	Maxus	Mirvac Residential Australia, Pernod Ricard India, Janalakshmi Financial Services India	3.5	FCA Australia	-9.5	13
						371.5	2,004

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.