

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	Bank of Indonesia, Mercedes-Benz China Project, China Telecom China	27.9	SmarTone Hong Kong	27.5	117
2	3	Y&R	Eveready Appliances India, CUB Australia Project	12.1		12.1	42
3	2	DDB	VW & Skoda Australia Project, AA Insurance New Zealand, SC Johnson Singapore Project	12.5	L&T Realty India	11.7	62
4	20	TBWA	Virgin Mobile Australia, Foxtel Australia Project, Vivo China Project	9.8	Energizer APAC Project	9.2	21
5	4	Isobar	FMCG Client China	8.9		8.9	52
6	8	J Walter Thompson	Jetstar Australia, Sony Six & Sony ESPN India, Lupin India	9.8	Brand USA Tourism APAC	8.5	77
7	9	Publicis	Singapore Health Promotion Board, Intex - Gujarat Lions India, Le TV China Project	7.8	FMCG Client China	6.8	65
8	5	Cheil	Coca-Cola Project India	6.5		6.5	29
9	19	McCann WorldGroup	Celcom Malaysia, Riverside Group China, NEXT Japan Project	5.8	VIP India	5.6	72
10	12=	Mullen Lowe	Unilever Cornetto (Digital) APAC, Pernod Ricard India, Vivo India	5.4		5.4	10
11	6	Dentsu	Unilever Brands & Digital Philippines, Red Bull(Digital) India	5.4	Cremica India	5.0	11
12	15=	Saatchi & Saatchi	DS Group India Project, Tata Housing - Pawan Sard India, Vivo China Project	3.8		3.8	5
13	7	M&C Saatchi	Woolworths Australia	3.0		3.0	1
14	14	FCB	Massey University New Zealand, Prudential Hong Kong	1.8		1.8	2
15	12=	SapientNitro	Hugo Boss (Digital) APAC	1.0		1.0	5
16	-	AKQA	Johnson's Baby (Digital) China	1.0		1.0	1
17	15=	Wieden & Kennedy		0.0		0.0	0
18	10	BBDO	MetLife APAC (8 Markets), The North Face China	3.0	Foxtel Australia Project	-0.4	2
19	22	Leo Burnett	China Mobile(And 4G) China, Huawei B2B China, Tata Capital India, IndiaCast India	2.8	Woolworths Australia	-0.7	14
20	21	BBH		0.0	Dulux Australia	-0.8	0
21	11	Havas Worldwide	Huawei Smartphones APAC Project, Danone Nutricia Brands Indonesia	1.8	Virgin Mobile Australia	-1.2	2
22	15=	Grey Group		0.0	Orang Tua Indonesia	-3.3	0
						111.5	590

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	OMD	Carlsberg China, Volvo Trucks Australia, Credit Suisse Hong Kong	15.6	VISA Hong Kong	13.5	37
2	10	Vizeum	AFL Australia	6.0		6.0	11
3	2	Mindshare	Yili (Digital) China, KangShiFu Beverages(Digital) China, Elle Sport Korea	7.8	Presto (Buying) Australia	5.5	22
4	5=	Carat	Greenstone Australia, Shinoken Group Japan, JDE China	5.7	OCBC Bank Singapore	5.0	40
5	3	Initiative	Reckitt Benckiser Asia(6 markets), Qatar Australia, The Cancer Council Australia	6.7	Coca-Cola Thailand	5.0	11
6	4	Starcom	Coca-Cola Thailand, VISA Hong Kong, Etihad Airways Hong Kong	4.5		4.4	11
7	-	GroupM	Westpac Australia	4.0	Etihad Airways Hong Kong	3.8	1
8	5=	PHD	Vaya Australia, High Shopping Thailand, Otsuka Thang Nutrition Vietnam	5.1	Greenstone Australia	3.4	17
9	8	MEC	Health Promotion Board Singapore, Domino's New Zealand, Go Daddy Australia	3.4	Met Life India	3.1	25
10	7	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia, Westpac Australia	2.5	Acer Indonesia	2.4	6
11	12	Dentsu Media	Japan National Tourism Organization Malaysia	1.4		1.4	16
12	11	Zenith	DBS Singapore, Scisky China, UrbanClap India	4.6	OLX India	0.7	15
13	14	Havas Media	Danone Nutricia 2 Brands Indonesia, Brick Eagle India, Squarespace Australia	3.6	DBS Singapore	0.7	17
14	13	BPN		0.0		0.0	0
15	9	MediaCom	Burger King Indonesia, Travelzoo China, AkzoNobel Indonesia	3.8	Westpac Australia	-2.0	15
16	15	Universal McCann	Darya-Varia Laboratoria Indonesia, PPG Industries (Taubmans) Australia	0.7	Sony Pictures APAC	-7.0	4
						45.8	248

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.