



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	2	Ogilvy	Ministry of Manpower Singapore, Johnson & Johnson China, CES Asia Singapore Project	26.9		26.9	90
2	1	McCann WorldGroup	Mentholatum Hong Kong Project, Hero India Project, Maruti Udyog India Project	12.4		12.4	77
3	9	Isobar	FMCG Client China	7.3	Innisfree Malaysia	7.2	32
4	6	Publicis	Suncorp Bank Australia, Isuzu Motors India, Cruise Airconditioners India	6.1		6.1	62
5	13	DDB	McDonalds ANZ, NCSS Singapore, YMCA Australia Project	7.5	XTEP China	6.0	30
6	10	J Walter Thompson	Vodafone Australia, AIS Thailand Project, Cheung Kong China Project	8.6	China Unicom China	5.6	52
7	20	Dentsu	HT Media India, Roca and Parryware India, JK Tyres India	5.1	Etika - Calpis Malaysia Project	4.1	19
8	7=	Saatchi & Saatchi	Carnival Cruise Australia, Sungroup - Sunworld Vietnam Project, Vingroup - Vincy Vietnam Project	4.0	Aosimth China	3.6	17
9	3	Y&R	XTEP China, NutriAsia Philippines Project, Adira Autocillon Indonesia Project	4.3	Suncorp Bank Australia	3.3	21
10	11	FCB	WM Motor China, Continental Malaysia Project, Havaianas Malaysia	3.1		3.1	4
11	4	Cheil	China Unicom China	3.0		3.0	1
12	5	M&C Saatchi	Etika - Calpis Malaysia Project, Dyana Malaysia, SGMW auto 510 model China	3.5	Menulog Australia	2.1	4
13	7=	Leo Burnett	Google India Project, Samsung (AV) Vietnam Project, Trident Towels India	4.6	McDonalds Australia	1.6	33
14	12	Mullen Lowe	Grofers India Project, Puravankara Projects India, Cytecure Hospitals India Project	1.4		1.4	13
15	14	BBDO	PN Rao India	0.2	Fonterra Brands New Zealand Project	0.1	1
16=	15=	BBH		0.0		0.0	0
16=	15=	Grey Group		0.0		0.0	0
16=	15=	Havas Worldwide		0.0		0.0	0
16=	15=	TBWA		0.0		0.0	0
16=	15=	Wieden & Kennedy		0.0		0.0	0
						86.4	456

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Feb 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	Carat	Standard Chartered Bank (HK,SG,PH,TW,TH,IN), Pandora Music Australia, Ministry of Labour Thailand (Planning)	13.3	Ten Digital Australia	12.0	87
2	2	Mindshare	Nestle Indonesia, HeySong (FIN) Taiwan, Lipton RTD China	6.5	Cera C-Cure Thailand	6.4	23
3	3	MEC	Cavinkare India, Corvi India, Honda New Zealand	4.9		4.9	18
4	14	PHD	Huawei Consumer BG China, HP(digital) Global, Auckland Transport New Zealand Project	6.3	Standard Chartered Bank Hong Kong	4.7	12
5	4	Havas Media	Kia Motors Australia, VLife (CJ) Vietnam, Key Pharmaceuticals Australia	2.5		2.5	15
6	16	MediaCom	George & Mildred Eyecare Australia, P&G Korea, Shopee Indonesia, Uber Australia	7.7	SM Malls Philippines	2.1	19
7	8	Blue 449	SCTI Australia, 21th Century Fox Australia, National Breast Cancer Foundation Australia	1.3		1.3	3
8	11	OMD	Noon UAE, Vinamilk Vietnam, Colors India	2.1	Standard Chartered Bank Singapore	1.2	27
9	5=	Vizeum	SeaOil Philippines, Krung Thai Bank Thailand, Kalbe Philippines	1.4	Colors India	1.1	18
10	10	Universal McCann	M.P Birla Group India, Strateq Malaysia Project, Thai Health Organization Thailand	0.9	AutoNation Philippines	0.85	11
11	9	Mediavest Spark	Ten Digital Australia, Heineken Japan	0.5		0.5	2
12	7	Dentsu Media	FMCG Client Thailand	0.5	Scotch Industrial Thailand	0.2	13
13	5=	Initiative	Shakeys Philippines, SM Malls Philippines, Fujifilm Malaysia	0.9		-0.2	9
14	15	Starcom	Ego Pharmaceuticals Australia, Nickelodeon India, Toyota(Planning) Philippines	1.2	Warehouse Stationery New Zealand	-0.8	4
15	12	Zenith	Birkenstock Japan	0.5	21th Century Fox Australia	-1.0	2
16	13	Maxus		0.0	Huawei Consumer BG China	-4.6	0
						31.0	263

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.