

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 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	Unilever Brands Philippines, MPT Myanmar, Priceline Australia, Coca-Cola Indonesia	10.1		10.1	37
2	4	DDB	SC Johnson Australia, J&J Baby Singapore Project, RAMOS Smartphone Project	7.6	L&T Realty India	7.5	27
3	3	Y&R	Amplifon India, Shell Australia Project, 6Waves Japan Project	6.8		6.8	26
4	-	Isobar	FMCG Client China	4.9		4.9	21
5	-	Cheil	FMCG Client APAC	4.1		4.1	15
6	7	Dentsu	Unilever Brands & Digital Philippines, Red Bull(Digital) India	3.6	Cremica India	3.2	4
7	13	M&C Saatchi	Woolworths Australia	3.0		3.0	1
8	6	J Walter Thompson	Innocean Worldwide India Project, Samsonite China Project, GM India Project	3.7	Brand USA Tourism APAC	2.5	38
9	9	Publicis	QQ China, Cremica India, UrbanClap India	3.1	FMCG Client China	2.1	19
10	8	BBDO	MetLife APAC (8 Markets)	2.0		2.0	1
11	20	Havas Worldwide	Huawei Smartphones APAC Project	1.2		1.2	1
12-	11	Mullen Lowe	Unilever Cornetto (Digital) APAC	0.6		0.6	1
12-	15	SapientNitro	Hugo Boss (Digital) APAC	0.6		0.6	1
14	17	FCB	Massey University New Zealand	0.3		0.3	1
15-	12	Grey Group		0.0		0.0	0
15-	14	Saatchi & Saatchi		0.0		0.0	0
15-	16	Wieden & Kennedy		0.0		0.0	0
15-	19	Bates		0.0		0.0	0
19	2	McCann WorldGroup		0.0	VIP India	-0.2	0
20	10	TBWA		0.0	Energizer APAC Project	-0.6	0
21	21	BBH		0.0	Dulux Australia	-0.8	0
22	5	Leo Burnett	China Mobile(And 4G) China, Huawei B2B China	2.0	Woolworths Australia	-1.5	2
						45.8	195

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 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	10	OMD	Sony Pictures APAC, Tourism Bureau Taiwan, Good Governance Philippines	9.3	BellTel Philippines	7.3	21
2	3	Mindshare	Yili (digital) China, Ford(digital) Taiwan, Chanel New Zealand	5.3	Presto Australia	5.1	13
3	13	Initiative	Reckitt Benckiser Asia(6 markets), Qatar Australia, Kobe Boga Utama Indonesia	6.4	Coca-Cola Thailand	4.8	10
4	4	Starcom MediaVest	Coca-cola Thailand, BellTel Philippines, Coway Malaysia	3.9		3.9	5
5-	1	PHD	Travel Expert Hong Kong, Revlon Hong Kong, GSK Australia	4.4	Greenstone Australia	2.6	13
5-	2	Carat	Greenstone Australia, Shinoken Group Japan, JDE China	3.3	OCBC Bank Singapore	2.6	16
7	15	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia	2.5		2.5	6
8	14	MEC	Masan(Digital) Vietnam, Honda Cars Philippines, Bel Vietnam	2.1	Met Life India	2.0	14
9	7	MediaCom	Masan (Planning) Vietnam, Travelzoo (Digital) China, Fonterra (Digital) Indonesia	2.2	Revlon Hong Kong	1.3	4
10	11	Vizeum	Tourism Client Japan	0.2		0.2	3
11	5	ZenithOptimedia	DBS Singapore, Petronas Malaysia, New Balance China	3.8	OLX India	0.1	9
12	8	Dentsu Media	Medical Client Singapore	0.001		0.001	1
13	12	BPN		0.0		0.0	0
14	9	Havas Media	MG Motors UAE, Resurgent Rajasthan India, PropTiger India	2.5	DBS Singapore	-0.4	12
15	6	Universal McCann	Darya-Varia Laboratoria Indonesia, PPG Industries (Taubmans) Australia	0.7	Sony Pictures APAC	-6.7	4
						25.3	131

METHODOLOGY

The R3 New Business League has been compiled each of the last 161 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.

For more details please write to greg@rthree.com