



## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 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	-	McCann WorldGroup	Mengniu China, Audi Taiwan, Maybelline China Project	10.1		10.1	48
2	-	Ogilvy	JSW Group India, EESL India, Ministry of Manpower Singapore	10.0		10.0	41
3	-	Y&R	XTEP China, NutriAsia Philippines Project, Adira Autocillon Indonesia Project	3.3		3.3	13
4	-	Cheil	China Unicom China	3.0		3.0	1
5	-	M&C Saatchi	Etika - Calpis Malaysia Project, D'yana Malaysia, SGMW auto 510 model China	3.5	Perodua Malaysia Project	2.6	4
6	-	Publicis	L'oreal-Biotherm China Project, Brussels Airlines India, Games 24x7 India Project	2.3		2.3	41
7-	-	Saatchi & Saatchi	Sands China Project, Hero Motor India Project, Betfair Australia	2.4	Aosimth China	1.9	8
7-	-	Leo Burnett	Volkswagen Korea, Google India Project, Wynn Hong Kong Project	1.9		1.9	12
9	-	Isobar	FMCG Client China	1.1		1.1	13
10	-	J Walter Thompson	MGM cotai Hong Kong, Shell Digital China Project, MRF Limited India	3.8	China Unicom China	0.8	29
11	-	FCB	Asia Brewery's Cobra Energy Drink Philippines, Havaianas Malaysia	0.7		0.7	2
12	-	Mullen Lowe	Grofers India Project, Puravankara Projects India, Cytecure Hospitals India Project	0.6		0.6	11
13	-	DDB	Ontex (Belgium Babycare Range) China, mySamsung Singapore, Yongsan District Korea Project	1.9	XTEP China	0.4	8
14	-	BBDO	PN Rao India	0.2		0.2	1
15-	-	Havas Worldwide		0.0		0.0	0
15-	-	Grey Group		0.0		0.0	0
15-	-	Wieden & Kennedy		0.0		0.0	0
15-	-	BBH		0.0		0.0	0
15-	-	TBWA		0.0		0.0	0
20	-	Dentsu	HT Media India	0.7	Etika - Calpis Malaysia Project	-0.3	10
						38.6	242

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Jan 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	-	Carat	Standard Chartered Bank (HK,SG,PH,TW,TH,IN)	11.1	Hyundai Elevator Korea	10.5	49
2	-	Mindshare	Nestle Indonesia, HeySong (FIN) Taiwan, Lipton RTD China	7.0		7.0	25
3	-	MEC	Mars Wrigley New Zealand, JS Unitrade Merchandise Philippines, DTAC (new brand) Thailand	2.1		2.1	10
4	-	Havas Media	Swarovski Japan, Kumho Tires China, Maeil Absolute Korea	1.1		1.1	8
5-	-	Vizeum	SeaOil Philippines, Personal Collection Philippines, AutoNation Philippines	0.9		0.9	9
5-	-	Initiative	Shakeys Philippines, SM Malls Philippines, Central Credit Card (New Card) Thailand Project	0.9		0.9	7
7	-	Dentsu Media	FMCG Client Thailand	0.3		0.3	6
8	-	Blue 449	SCTI Australia	0.2		0.2	1
9	-	Mediavest Spark		0.0		0.0	0
10	-	Universal McCann	Honda Scoopy-I Thailand, Telekom Sport Marketing(Social) Malaysia, Land Transport Authority Singapore	0.0	AutoNation Philippines	-0.01	3
11	-	OMD	Noon UAE, Jellis Craig Australia, Agency Of Integrated Care Singapore Project	0.6	Standard Chartered Bank Singapore	-0.2	11
12	-	Zenith		0.0	SeaOil Philippines	-0.4	0
13	-	Maxus		0.0	FMCG Client(Digital) Hong Kong	-0.5	0
14	-	PHD	Warehouse Stationery New Zealand, Spotify Taiwan Project	0.7	Standard Chartered Bank Hong Kong	-0.9	3
15	-	Starcom	Ego Pharmaceuticals Australia, Nickelodeon India	0.4	Warehouse Stationery New Zealand	-1.6	2
16	-	MediaCom	George & Mildred Eyecare Australia	0.2	SM Malls Philippines	-5.1	1
						14.2	135

### 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](mailto:greg@rthree.com) or visit [www.rthree.com](http://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.