

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 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	Microsoft Australia Digital Project, Curocart.com India, CJ Beat Korea	79.5	FIAT India	75.8	336
2	2	McCann WorldGroup	Snapdeal.com India, Tony Moly Korea, Now Finance Australia Project	39.0	VIP India	38.8	309
3	3	Y&R	Pacific Mall India, NEC Personal Computer Japan Project, Woolworths Australia Project	36.8		36.1	110
4	4	DDB	DBS Bank Singapore, KT&G Korea, Shuijingfang China,	35.5	Vita Tea China/Hong Kong	34.1	190
5	6	Publicis	Cadillac China, HK Land Hong Kong Project, Usha International India	30.8	FMCG Client China	29.3	226
6	5	Saatchi & Saatchi	DTAC Thailand Project, Purvankara India, Spencers Apparel India	27.6	Emirates Indonesia	25.7	56
7	8	TBWA	Schweppes Australia, Adidas China Project, GoDaddy(Digital) Hong Kong	27.7	Bosch China	25.6	91
8	7	J Walter Thompson	Nikon Australia, TGELF India, Huawei China Project	27.2	KT&G Korea	22.9	206
9	9	Isobar	Panasonic India Digital Project	22.0		22.0	128
10	10	Dentsu	National Library Board Singapore, Marigold Peel Fresh Singapore	16.5	Weet-Bix Australia	15.2	98
11	13	Leo Burnett	P&G Whisper&Ariel China, Maharaja Whiteline India Project	17.9	Woolworths Australia	14.4	94
12	12	Mullen Lowe	TravelTriangle India, Syntech Technology - Gionee Mobiles India	14.1	Axis Bank India	14.1	44
13	11	Cheil	William Grant & Sons India, Inshorts (Digital) India	13.9	Pfizer Korea	13.4	57
14	15	FCB	Arogya Keralam(Digital) India, Equitas Holdings India	5.0	DTDC India	4.9	9
15	14	Fred & Farid	Sephora China, Mondelez China Project, Vivo China	7.0	Car Client	4.6	4
16	16	M&C Saatchi	Woolworths Australia, Celcom Malaysia, Malaysia Airports Malaysia Project	4.2		4.2	14
17	18	BBDO	Vita Tea China&HK, GoCatch Australia, WSHC Singapore	7.5	Foxtel Australia Project	3.0	10
18	17	DigitasLbi	Shangri-La Hotels and Resorts Global	2.4		2.4	1
19	19	Grey Group	GSK Global, Weber BBQ APAC, GMHBA Australia, Dreamworld Australia	4.8	Melbourne Racing Club	1.1	4
20	20	SapientNitro	Hugo Boss(Digital) APAC	1.0		1.0	5
21-	21=	Wieden & Kennedy	AB InBev - Corona China	1.0		1.0	1
21-	21=	AKQA	Johnson's Baby(Digital) China	1.0		1.0	1
23	23	McGarryBowen	Brand USA tourism APAC, Acura NSX Singapore Project	0.8		0.8	3
24	24	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
25	25	Havas Worldwide	Huawei Smartphones APAC Project, Danone Nutricia Brands Indonesia, D'lecta India	2.1	Virgin Mobile Australia	-0.9	3
						390.4	2,003

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 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	PHD	Volkswagen Global, Swisse China, Alaska Milk Corporation Philippines	37.5	MYOB Australia	35.4	52
2	2=	OMD	Tabcorp Australia, Beko Appliances Malaysia, Ministry of Manpower Singapore Project	33.5	Macau Galaxy China/Hong Kong	28.3	87
3	2=	Zenith	Charles & Keith Singapore, OCBC Bank Malaysia, Accuon Korea	34.8	Swarovski Global	27.8	71
4	4	Carat	Starhub Singapore, Richard Mille Thailand, JDE Thailand, COFCO China	26.8	OCBC Bank Singapore	24.9	224
5	5	Mindshare	IKEA China, L'Oreal(SEM) Hong Kong, Oppo Singapore	31.7	VF Group China/Hong Kong/Korea	21.3	95
6	6	Dentsu Media	Japan National Tourism Organization Malaysia, FTMS China Project	14.8	Bridgestone India	14.3	138
7	7	Vizeum	EnergyAustralia Australia, AFL Australia, Reckitt Benckiser Thailand	12.1	Tennis Australia	11.9	54
8	8	Initiative	Specsavers Australia, Zurich Takaful Malaysia, Invesco Asset Management India	12.0	McPherson's Australia	11.2	34
9=	9	Starcom	eOne Entertainment Australia, Handok Korea, Dabur(SEO) India	10.3	Zurich Takaful Malaysia	8.1	45
9=	11	Havas Media	Swarovski Global, Ministry of Tourism Indonesia Project, JDE UAE	11.4	JDE Thailand	8.1	79
11	10	MEC	Nok Scoot(Digital) Thailand, Blackmores Taiwan, Grevin/Jisun Park Korea	8.5	EDB Singapore	6.3	94
12	13	Mediavest Spark	Apply Direct Australia, AGKL Australia, EA Australia, Macau Galaxy China/Hong Kong	1.4		1.4	4
13	14	Universal McCann	Lion Australia, Toyota Astra Motor Indonesia, Acer Malaysia	15.0	Malaysia Airlines Global	1.2	55
14	12	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia, Tata Motors India	2.9	Inbisco India	0.3	9
15	15	MediaCom	P&G Korea, Dilmah Tea India, Luminarc China	18.8	Specsavers Australia	-14.9	67
						185.5	1,108

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.