

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 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	Ogilvy	Pizza Hut Taiwan, Sony Music China, SRM University India	71.6	SingTel Singapore	66.8	245
2	2	J Walter Thompson	Tencent Finance China Project, Reliance Capital India, GuanYuan China	44.9	China Unicom China	41.0	211
3	3	Isobar	Titan(Digital) Global, Canon Thailand	38.6	Innisfree Malaysia	38.5	164
4	5	McCann WorldGroup	IKEA(CRM) India, JCB India Project, Suntory Beverage & Food Malaysia Project	28.5	Hisense China	28.2	255
5	4	DDB	Tourism Australia Project, Hisense China, Overseas Chinese Town China Project	25.1	SilkAir Singapore	22.9	188
6	6	Leo Burnett	Patties Foods Australia, China Resources Corporation Project, Lindt Chocolate Hong Kong Project	21.0	McDonald's Australia	17.8	108
7	8	Publicis	SGM - GL6 China, Zee TV India, Citibank Hong Kong Project	16.4	ABinBev (Digital) Korea	14.7	130
8	7	Dentsu	Yerin Aboriginal Health Services Australia, Simplot New Zealand	13.3	Etika - Calpis Malaysia Project	12.2	96
9	9	Y&R	Highlands - Corned Beef Philippines Project, Kaleesuwari Refinery India Project	12.1	Suncorp Bank Australia	11.0	51
10	10	Saatchi & Saatchi	Sterling Holidays India, Caltex Australia Project, Mè Trang Vietnam Project	10.0	A.O.Smith China	9.6	45
11	-	Wieden & Kennedy	BMW(Digital) China, KFC China Project, Citizen Japan	9.4		9.4	8
12	11	VML	Property Group Australia, INSEAD Singapore, Legoland Malaysia	6.7		6.7	19
13	12	FCB	Watsons Malaysia Project, Arogya Keralam India, Equitas India	6.2	Zee TV India	5.4	15
14	13	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
15	14	MullenLowe Group	Quikr India, Motilal Oswal Financial Services India, Micromax India	4.8	Cash Converters Australia	3.5	35
16	15	M&C Saatchi	Etika - Calpis Malaysia Project, D'yana Malaysia, SGMW auto 510 model China	3.5	Menulog Australia	2.1	4
17	16	BBH	SingTel Singapore, BookMyShow India	3.1		1.6	2
18	17	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	0.6		0.6	2
19	19	TBWA	Austr Turf Club Australia, PT Bank Permata Indonesia, Beyondblue Australia	1.5	Ooredoo Myanmar	-0.8	4
20	20	BBDO	The Tourism Authority of Thailand, PN Rao India, Beyondblue Australia, AIA Project Singapore	1.7	Paras Dairy India	-2.3	5
						337.6	1,766

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / July 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	Mindshare	Sanofi Global, Supor China, V Credit China	58.8	Kimberly-Clark TH, HK, TW, SG, PH, MY	51.6	74
2	2	MediaCom	Richemont APAC, FWD Group Japan, BRP's Sea-Doo ANZ	41.8	SM Malls Philippines	35.1	53
3	3	dentsu X	Car Client China	29.4	Booking.com Singapore	28.5	100
4	4	Carat	Dory Thailand, Electricity Authority of Thailand (Digital)	25.3	Uniqlo Thailand	22.2	180
5	5	Havas Media	Michelin China, Thomas Cook China, Sterling Holiday Resorts India	13.0	Schneider Electric(Digital) Malaysia	12.8	80
6	6	MEC	Kimberly-Clark TH, HK, TW, SG, PH, MY, Chanel Taiwan, Dairy Farm Singapore	20.8	Michelin China	12.1	76
7	-	GroupM	LVMH APAC	10.0	L'Oreal (Digital and Search) Vietnam	9.6	1
8	7	Vizeum	Bauli India Bakes & Sweets India, Mathrubhumi India, A&M Noodles India	7.8	Pernod Ricard Australia	7.2	76
9	11	Universal McCann	BMW India, Orient Electric India, JNTO Japan Project	8.7	McDonald's(Digital) UAE	5.8	48
10	10	PHD	PepsiCo Australia, Haier - Airport China, Café de Coral Hong Kong	12.4	Bank of Communications China	4.9	42
11	9	OMD	Henkel UAE, KWP Advertising Agency Australia, MGM China	12.2	Kraft Heinz APAC	4.8	84
12	13	Blue 449	Royal Caribbean Cruises Australia, Pernod Ricard Australia, Vivo Philippines	3.2		3.2	16
13	16	Starcom	Kraft Heinz APAC, Jeep(SEO) India, Aditya Birla Health Insurance(SEO) India	10.1	Richemont APAC	2.9	19
14	12	Initiative	Fine Hygenic Holding Philippines, Huawei Philippines	3.9	Expedia India	2.7	37
15	-	Publicis Media	Microsoft(Digital Media)	2.5		2.5	1
16	14	BPN	GBA Corp New Zealand, Voyager Innovations (Lendr) Philippines, Isuzu Philippines	1.5		1.5	8
17	-	Maxus	L'Oreal India	1.5	Mathrubhumi India	1.1	1
18	15	Spark Foundry	Club Med China, Bel Groupe Australia, TGP Pharma Philippines, Heineken Japan	1.5	Shakeys	1.0	5
19	8	Zenith	Honeywell India, Reliance MF(SEO) India, Nestle Nutrition (Performance) India	9.8	LVMH APAC	-10.7	14
						207.8	958

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.