

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Coca-Cola(Social Media) ASEAN region, GSK(Expert Marketing) Global	68.7	FIAT India	65.4	287
2	5	McCann WorldGroup	Coca-Cola Korea Project, GSK(Expert Marketing) Global, Bayer Australia Project	28.2	VIP India	28.0	252
3	2	Y&R	Unicom VSENS China, Sony Pictures (Social Media) Malaysia	26.5		26.5	86
4	3	DDB	SAP Marketing Service India, 7Luck Casino Korea, Hennessy Hong Kong Project	27.6	Vita Tea China/Hong Kong	26.2	171
5	9	Saatchi & Saatchi	GSK Global, Petco China, Reliance Petroleum India	27.0	Emirates Indonesia	25.2	52
6	6	Publicis	Mymm China, DTDC India, Unilab (Bioflu) ATL Philippines	24.4	FMCG Client China	22.9	198
7	8	J Walter Thompson	Air China(Branding) China, Amazon India, Asian Paints India Project,	23.9	OOZOO Korea	21.7	176
8	4	TBWA	Go Daddy Singapore, Jaeger-LeCoultre China Project, Asahi New Zealand	23.1	Bosch China	21.0	61
9	7	Isobar	Panasonic India Digital Project	19.1		19.1	108
10	11	Dentsu	Nissan China Project, LEXUS China Project, Maruti Suzuki (Digital) India	15.8	Weet-Bix Australia	14.5	88
11	10	Cheil	Aditya Birla Group India, National Geographic India, Fox Life India	13.7	Pfizer Korea	13.1	55
12	13	Mullen Lowe	Cleartrip India, Enzen Global India, Housefull.com India	12.5	Axis Bank India	12.5	39
13	12	Leo Burnett	Canara HSBC & OBC Insurance India, Clove Dentist India Project, Star Cruises HK Project	14.5	Woolworths Australia	10.9	79
14	-	Fred & Farid	Sephora China, Mondelez China Project, Vivo China	7.0	Car Client	4.6	4
15	14	FCB	Jagran Prakashan Brands India, Nubia China, Vero Coffee India	4.4	DTDC India	4.3	7
16	15	M&C Saatchi	Woolworths Australia, Celcom Malaysia, Malaysia Airports Malaysia Project	3.6		3.6	10
17	17	DigitasLbi	Shangri-La Hotels and Resorts Global	2.4		2.4	1
18	16	BBDO	Guardian Health And Beauty Malaysia, Vita Tea China&HK, TAB Australia	6.8	Foxtel Australia Project	2.3	8
19	23	Grey Group	GSK Global, Weber BBQ APAC, GMHBA Australia	4.8	Melbourne Racing Club	1.3	4
20	18	SapientNitro	Hugo Boss(Digital) APAC	1.0		1.0	5
21-	19=	Wieden & Kennedy	AB InBev - Corona China	1.0		1.0	1
21-	19=	AKQA	Johnson's Baby(Digital) China	1.0		1.0	1
23	-	McGarryBowen	Brand USA tourism APAC, Acura NSX Singapore Project	0.8		0.8	3
24	21	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
25	22	Havas Worldwide	Huawei Smartphones APAC Project, Danone Nutricia Brands Indonesia, D'lecta India	2.1	Virgin Mobile Australia	-0.9	3
						328.2	1,702

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

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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, Dilworth Trust Board New Zealand	36.7	MYOB Australia	34.6	38
2=	2	OMD	Tabcorp Australia, Frucor Beverages Australia, Crown Gas Hong Kong Project	33.2	Macau Galaxy China/Hong Kong	27.2	84
2=	5	Zenith	Shanghai General Motors China, L'Oréal(Performance) China, SUTD Singapore	34.2	Swarovski Global	27.2	65
4	3	Carat	Starhub Singapore, Richard Mille Thailand, JDE Thailand, COFCO China	23.9	OCBC Bank Singapore	22.1	202
5	4	Mindshare	Oppo Thailand, LRBT Pakistan, VGP Universal Kingdom India	24.0	VF Group China/Hong Kong/Korea	13.6	75
6	6	Dentsu Media	Japan National Tourism Organization Malaysia, FTMS China Project	12.2	Bridgestone India	11.6	118
7	8	Vizeum	AFL Australia, Reckitt Benckiser Thailand, Warner Brothers Pictures India	11.1	Tennis Australia	10.9	45
8	7	Initiative	Specsavers Australia, Anmol Biscuits India, Uniworld Australia Project	10.7	McPherson's Australia	10.0	27
9	9	Starcom	Pandora China, King Power Duty Free Thailand, Alvogen Korea Project	9.3	FlyDubai Global	7.4	42
10	10	MEC	Airtel Bangladesh, Perfetti Van Melle vietnam, Flinders University Australia	8.2	EDB Singapore	6.0	80
11	11	Havas Media	Swarovski Global, Sangam Communications APAC, Innocean UAE	7.7	JDE Thailand	4.4	57
12	12	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia, Tata Motors India	2.9	Warner Brothers Pictures India	1.7	9
13	13	Mediavest Spark	Apply Direct Australia, AGKL Australia, EA Australia, Macau Galaxy China/Hong Kong	1.4		1.4	4
14	14	Universal McCann	RACQ Australia, Coty China (Adidas Body Care & Skin Care), Netmarble Korea	13.4	Malaysia Airlines Global	-0.5	50
15	15	MediaCom	Nikon China, Unilab Philippines, Commonwealth Games Australia	18.1	Volkswagen Global	-13.9	60
						163.8	956

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.