

## 2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Mondelez Cadbury Australia, Kalyan Jewellers India, NR GROUP-Lia Agarbatti India	61.4	SingTel Singapore	56.6	214
2	2	J Walter Thompson	Samsung China Project, The Times of India India, 93.5 Red FM India	41.4	China Unicom China	37.6	186
3	3	Isobar	Titan(Digital) Global, Canon Thailand	32.7	Innisfree Malaysia	32.6	131
4	5	DDB	StarHub Singapore, DBS Bank Singapore, Virgin Australia	28.2	SilkAir Singapore	26.0	150
5	4	McCann WorldGroup	WorkSafe Victoria Australia, Angel Group China Project, Jomoo China Project	25.3		25.3	223
6	6	Leo Burnett	BMW Singapore, Chung Hwa Telecom Taiwan Project, WuQiong Snacks China	16.4	McDonalds Australia	13.2	85
7	7	Dentsu	HT Media India, Panasonic India Project, Jones Lang LaSalle Residential India	12.5	Etika - Calpis Malaysia Project	11.4	88
8	8	Publicis	Linen Club India, Indooroopilly Shopping Centre India, Nestlé China Project	10.5	MT Educare India	10.4	92
9	9	Y&R	SVF HOICHOI India, SilkAir Singapore, Tata Trust India Project	11.4	Suncorp Bank Australia	10.3	46
10	10	Saatchi & Saatchi	Caltex Australia Project, Mê Trang Vietnam Project, New Zealand Olympic Committee	8.7	A.O.Smith China	8.3	39
11	11	VML	Property Group Australia, INSEAD Singapore, Legoland Malaysia	6.7		6.7	19
12	12	FCB	Horlicks India, Desaru Coast Hotels & Resorts Malaysia, RHB Bank Malaysia	4.4		4.4	10
13	13	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
14	14	MullenLowe Group	Quikr India, Motilal Oswal Financial Services India, Micromax India	4.8	Cash Converters Australia	3.5	35
15	15	M&C Saatchi	Etika - Calpis Malaysia Project, D'yana Malaysia, SGMW auto 510 model China	3.5	Menulog Australia	2.1	4
16	16	BBH	SingTel Singapore, BookMyShow India	3.1		1.6	2
17	17	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	0.6		0.6	2
18	18	Grey Group		0.0	Telecom Client Malaysia Project	-0.5	0
19	19	TBWA	Austr Turf Club Australia, PT Bank Permata Indonesia, Beyondblue Australia	1.5	Ooredoo Myanmar	-0.8	4
20	20	BBDO	PN Rao India, Beyondblue Australia, AIA Project Singapore	0.7	Virgin Australia	-3.2	3
						293.2	1,482

## 2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / June 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	Yum! China, Diageo Greater China, PT Quipper Indonesia	45.5	Dairy Farm Malaysia	43.2	59
2	4	MediaCom	PSA Group Global, PayPal India, 20th Century Fox New Zealand	35.7	SM Malls Philippines	29.1	41
3	2	dentsu X	Car Client China	27.6	Australian Pork Australia	26.9	79
4	3	Carat	Electricity Authority of Thailand (Digital), British Council Hong Kong, EGAT Thailand Project	24.4	Sony India	21.9	169
5	6	Havas Media	Michelin Global, Momentum Energy Australia, Polish Airline China Project	11.3	Schneider Electric(Digital) Malaysia	11.0	60
6	5	MEC	Blibli Indonesia, Huawei Technologies Sri Lanka, Stylerunner Australia	17.3	British Council Hong Kong	10.0	56
7	9	Vizeum	Huawei Thailand, Goldilocks Philippines, Reckitt Benckiser Healthcare Thailand	7.4	Pernod Ricard Australia	6.8	65
8	7	Zenith	Citrus Pay and LazyPay India, L'Oreal Vietnam Digital and Search , FWD Thailand Project	8.8	Food Panda India	6.7	10
9	8	OMD	Clicktable India, Monster.com India Project, Wyeth Nutrition Hong Kong, NR Group India	8.8	Standard Chartered Bank Singapore	6.5	65
10	10	PHD	Genesys Energy New Zealand, Spark New Zealand, Oyster Property Group (Colliers) New Zealand	10.7	Bank of Communications China	3.3	33
11	12	Universal McCann	SSP Japan, A Team Japan, Nomura Securities Japan Project	5.6	Philam Life (Philam Vitality) Philippines	2.8	42
12	11	Initiative	Nike Hong Kong (Social), T.C. Pharmaceutical Thailand Project, Sony India	3.9	Expedia India	2.7	35
13	13	Blue 449	Pernod Ricard Australia, Vivo Philippines, Philam Life (Philam Vitality) Philippines	2.5		2.5	15
14	-	BPN	Philippines, Kino Consumer(Lola Remedios) Philippines, Isuzu Philippines	1.3		1.3	7
15	14	Spark Foundry	Bel Groupe Australia, TGP Pharma Philippines, Heineken Japan	1.0	Shakeys	0.5	4
16	15	Starcom	Expedia India, Rinchokechai Berman Toothbrush Thailand, BookMyShow.com India	2.7	Goldilocks Philippines	-0.5	15
						182.9	789

### 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.