

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	Turkish Airlines Japan, CSIRO Australia Project, Kimberly Clark Taiwan	34.0	J G Hosiery(Amul Macho) India	33.0	149
2	4	TBWA	U Mobile Malaysia, Bellamy's Organic China, Bellamy's Organic China,	17.3	Energizer APAC Project	16.7	34
3	3	DDB	ExxonMobil Singapore, Listerine Indonesia Project, Unilever Singapore Project	15.8	L&T Realty India	14.9	84
4	2	Y&R	Microsoft Project, Woolworths Australia Project, Heinz NZ Project	14.7		14.7	52
5	8	Cheil	Logitech India, Coca-Cola India Project.	12.5	Pfizer Korea	12.0	49
6	5	Isobar	FMCG Client China	11.4		11.2	62
7	7	Publicis	Devondale Australia, Stovekraft India, H&R Block Australia	12.1	FMCG Client China	11.1	99
8	6	J Walter Thompson	Dicos China Project, Globe Telecom Philippines Project	11.6	Brand USA Tourism APAC	10.0	90
9	9	McCann WorldGroup	Tiger Beer Taiwan, Moet Hennessey Philippines, Caterpillar China Project	8.9	VIP India	8.7	118
10	11	Dentsu	Unilever Brands & Digital Philippines, Red Bull(Digital) India	7.7	Cremica India	7.3	32
11	10	Mullen Lowe	Unilever Cornetto (Digital) APAC, Pernod Ricard India, Viacom18 India	6.1		6.1	12
12	12	Saatchi & Saatchi	Vinomofu Australia, Mondelez(Gum and Candy) China, Bayer(Ecommerce) China	5.1		5.1	13
13	19	Leo Burnett	Star TV India, J G Hosiery(Amul Macho) India, ChungHwa Telecom Taiwan	8.4	Woolworths Australia	4.9	57
14	13	M&C Saatchi	Woolworths Australia	3.0		3.0	1
15	-	DigitasLBI	Shangri-La Hotels and Resorts Global	2.4		2.4	1
16	14	FCB	Massey University New Zealand, Prudential Hong Kong	1.8		1.8	2
17	15	SapientNitro	Hugo Boss (Digital) APAC	1.0		1.0	5
18-	16	AKQA	Johnson's Baby (Digital) China	1.0		1.0	1
18-	17	Wieden & Kennedy	AB InBev - Corona	1.0		1.0	1
20	20	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.6	Dulux Australia	-0.2	2
21	18	BBDO	MetLife APAC (8 Markets), The North Face China, Emirates Japan	3.5	Foxtel Australia Project	-0.6	3
22	21	Havas Worldwide	Huawei Smartphones APAC Project, Danone Nutricia Brands Indonesia	1.8	Virgin Mobile Australia	-1.2	2
23	22	Grey Group		0.0	Orang Tua Indonesia	-3.3	0
						160.6	869



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Mar 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	OMD	Nissan UAE, Infiniti UAE, Open Polytechnic New Zealand	18.1	H&M Singapore	15.6	44
2	4	Carat	Southern Lion Malaysia, Supercell Hong Kong, Dream Cruises China	12.0	OCBC Bank Singapore	11.2	84
3	3	Mindshare	Jebsen Motors Hong Kong, Nubia Mobile Phones China, Chubb Thailand	13.2	Nissan UAE	7.9	33
4	2	Vizeum	AFL Australia	5.1		5.1	12
5=	5	Initiative	Reckitt Benckiser Asia(6 markets), Qatar Australia, Monster India	6.7	Coca-Cola Thailand	5.0	13
5=	11	Zenith	Shangri-La Hotels and Resorts Global, H&M Singapore/Malaysia, Vinamilk(Buying) Vietnam	9.0	OLX India	5.0	32
7	6	Starcom	Coca-Cola Thailand, VISA Hong Kong, Etihad Airways Hong Kong	4.6	Magnolia Ice Cream(Digital) Philippines	4.5	12
8	7	PHD	Vaya Australia, High Shopping Thailand, Asana Hong Kong Project	5.5	Greenstone Australia	3.6	18
9	9	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia, Infiniti Retail(Croma) India	2.7	Acer Indonesia	2.3	7
10	10	Dentsu Media	Japan National Tourism Organization Malaysia	2.3	Gold River Management Philippines	2.2	33
11	8	MEC	Yuanta Korea, Moneygram Philippines, News Limited Australia	4.1	EDB Singapore	2.0	38
12	12	Havas Media	MoneyView.in India, GoBear APAC, Philips Lighting APAC	4.0	DBS Singapore	1.0	27
13	14	MediaCom	GSK Korea Project, LS Networks Korea, Sony Mobile Indonesia/Malaysia	6.7	Westpac Australia	0.9	37
14	13	BPN		0.0		0.0	0
15	15	Universal McCann	BMW Japan, Skechers Japan, Suzuki India	6.1	Southern Lion Malaysia	-2.7	16
						63.6	406

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.