

2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	Lexin Financial Technology China, Taiwan Trade Center Malaysia, Parakh Agro India	38.3	SingTel Singapore	35.3	139
2	4	J Walter Thompson	Subway Australia, Federal Government Australia Project, XL Axiata Indonesia	25.5	China Unicom China	21.7	137
3	3	Isobar	Titan(Digital) Global	20.1	Innisfree Malaysia	20.0	85
4	2	McCann WorldGroup	Sony Electronics India, Expedia Korea Project, National Skill Development(NSD) India	18.2		18.2	161
5=	8	Dentsu	HT Media India, Roca and Parryware India, JK Tyres India, Abbott Malaysia	9.8	Etika - Calpis Malaysia Project	8.7	59
5=	9	DDB	Sakura Kitchen China, Pehchaolin China Project, Daemyung Korea	10.9	SilkAir Singapore	8.7	59
7	6	Publicis	Winx Korea Project, United Laboratories Philippines, Ayala Land Philippines	8.7	MT Educare India	8.6	82
8	5	Saatchi & Saatchi	Geely China, Jim Beam Australia, Tata Metaliks India	8.5	A.O.Smith China	8.1	32
9	7	Y&R	SilkAir Singapore, Tata Trust India Project, Dutch Lady Hong Kong	8.9	Suncorp Bank Australia	7.8	39
10	11	Leo Burnett	CCB China, TEDxSydney Australia Project, Amazon Prime India Project	8.8	McDonalds Australia	5.6	74
11	17	VML	Asian Civilisations Museum Singapore Digital, Innisfree Malaysia	4.5		4.5	5
12	10	FCB	Continental Truck Tires Malaysia, Clorox Malaysia Project, Glad Malaysia Project	3.7		3.7	7
13	14	MullenLowe Group	Bajaj Finance India, GuiltFree (Too Yum) India, Sobha Limited India	3.7	Croma India	3.4	32
14	13	Cheil	China Unicom China, FAW-Volkswagen Brands China	3.3		3.3	2
15	12	BBH	SingTel Singapore, BookMyShow India	3.1		3.1	2
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	TBWA	PT Bank Permata Indonesia, Beyondblue Australia	0.8		0.8	2
18	18=	Havas Worldwide		0.0		0.0	0
19	20	BBDO	PN Rao India, Beyondblue Australia	0.5	University of Queensland Australia	-0.1	2
20	18=	Grey Group		0.0	Telecom Client Malaysia Project	-0.5	0
						162.7	923

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 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	8	Dentsu Media	Car Client China	27.2	Scotch Industrial Thailand	27.0	57
2	4	Mindshare	Chery Jaguar Land Rover China (Buying&Digital), Home Credit China	27.7	Kwang Yang Moto Taiwan	26.5	45
3	1	MediaCom	FAW Group China, Didi China, Goibibo India, Bosch-Siemens India	24.3	SM Malls Philippines	17.3	32
4	3	Carat	Pandora Music Australia, Ministry of Labour Thailand, Be Med Thailand	18.3	Shiseido China (Digital buying)	16.8	139
5	2	MEC	Mercedes Benz China, FWD Insurance Indonesia, NS Homeshopping Korea	15.8	SCPG Asia Pacific (Perla) Philippines	15.1	46
6	6	Havas Media	Patanjali India Project, Malabar Gold India, Vietlot Vietnam	9.0	Schneider Electric(Digital) Malaysia	8.8	49
7	5	Zenith	Citrus Pay and LazyPay India, L'Oreal Vietnam Digital and Search , FWD Thailand Project	8.8	Swarovski India	7.2	10
8	7	OMD	Luxottica Global, McDonald's QLD / NT Australia, Science Center Singapore	7.5	Standard Chartered Bank Singapore	6.0	47
9	9	Vizeum	Reckitt Benckiser Thailand, Merck ATL Philippines, Easy Buy Thailand	4.1	Colors India	3.9	43
10	10	PHD	Resort World Sentosa Singapore, PropertyGuru Group SEA, Al Futtaim UAE	10.4	Bank of Communications China	2.94	29
11	11	Blue 449	Vivo Philippines, Philam Life (Philam Vitality) Philippines, SCPG Asia Pacific (Perla) Philippines	2.2		2.2	14
12	12=	Initiative	Pizza Hut Australia, Southern Lion Malaysia, Cancer Council WA & The Heart Foundation Australia	2.7	Kia Motors Australia	1.7	20
13	12=	Mediavest Spark	Bel Groupe Australia, TGP Pharma Philippines, Heineken Japan	1.0		0.5	4
14	14	Universal McCann	Coach Global, M.P Birla Cement India, DOT Philippines Project	3.6	Philam Life (Philam Vitality) Philippines	0.8	24
15	15	Starcom	Home Timber and Hardware Group Australia, Bangkok Life Assurance Thailand, Luminous India	2.1	Mega Sardines Philippines	-0.3	9
16	16	Maxus	Indian Premier League India	1.0	Huawei Consumer BG China	-3.6	1
						132.8	569

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.