

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Heinz China Project, Hong Kong Airport Authority, Pharameasy India	55.6	FIAT India	52.3	233
2	2	Y&R	Vivo Indonesia Project, Balmer Lawrie India, MSD Korea	25.1		25.1	83
3	4	DDB	Society One Australia, Nissin Indonesia, JNTO Singapore	23.9	Vita Tea Greater China	22.4	133
4	3	TBWA	Go Daddy Singapore, Jaeger-LeCoultre China Project, Asahi New Zealand	23.1	Bosch China	22.2	61
5	8	McCann WorldGroup	Costa Coffee China Project, Greater Sydney Commission Project, DFNN Philippines	21.0	VIP India	20.8	214
6	5	Publicis	HuiRen Medical China Project, American Express ANZ Project	21.2	FMCG Client China	19.7	169
7	7	Isobar	Panasonic India Digital Project	19.0		19.0	102
8	6	J Walter Thompson	Aviva India, Shenzhen Sanjiu China Project, Kasturi & Sons India	20.2	Brand USA Tourism APAC	18.5	154
9	9	Saatchi & Saatchi	H&R Block Australia, Star River Group China	15.5		15.5	42
10	10	Cheil	Aditya Birla Group India, National Geographic India, UCWeb(Social) India	13.5	Pfizer Korea	12.9	53
11	14	Dentsu	LTA Singapore, NEA Singapore, Chadstone Shopping Centre Australia	12.4	Weet-Bix Australia	11.0	70
12	11	Leo Burnett	Yili Jindian China Project, Harnng Central Department Store Thailand Project	13.6	Woolworths Australia	10.1	69
13	13	Mullen Lowe	Unilever Cornetto(Digital) APAC, L&T Croprorate (Digital) India, Vivo Mobiles India Project	9.0	Axis Bank India	8.8	26
14	15	FCB	Jagran Prakashan Brands India, Nubia China, Vero Coffee India	4.4		4.4	7
15	15	M&C Saatchi	Woolworths Australia, Celcom Malaysia	3.6		3.6	8
16	20	BBDO	Guardian Health And Beauty Malaysia, Vita Tea China&HK, TAB Australia	6.8	Foxtel Australia Project	2.6	8
17	16	DigitasLbi	Shangri-La Hotels and Resorts Global	2.4		2.4	1
18	17	SapientNitro	Hugo Boss(Digital) APAC	1.0		1.0	5
19-	18=	Wieden & Kennedy	AB InBev - Corona China	1.0		1.0	1
19-	18=	AKQA	Johnson's Baby(Digital) China	1.0		1.0	1
21	21	BBH	Shangri-La Hotels and Resorts Global, Snapdeal India	0.8	Dulux Australia	0.0	3
22	22	Havas Worldwide	Huawei Smartphones APAC Project, Danone Nutricia Brands Indonesia, D'lecta India	2.1	Virgin Mobile Australia	-0.9	3
23	23	Grey Group	Weber BBQ APAC, GMHBA Australia	0.5	Melbourne Racing Club	-3.1	2
						270.4	1,448



2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	10	PHD	Volkswagen Global, Ingram Micro Singapore, Worlds Biggest Screens Australia	32.5	MYOB Australia	30.4	33
2	1	OMD	FlyDubai Global, Coles Group & Target Australia, Nissan Saudi Arabia	32.0	Tourism Australia Global	26.6	74
3	2	Carat	Starhub Singapore, Richard Mille Thailand, JDE Thailand	17.5	OCBC Bank Singapore	15.8	140
4	3	Mindshare	Tencent MIG China, GRT Jewellery Singapore, AIS Digital Thailand	23.0	VF Group China/Hong Kong/Korea	12.6	69
5	6	Zenith	DJI Hong Kong, Fortune Pharmacial Hong Kong, Klook APAC(8 Markets)	15.8	Celcom Malaysia	10.4	58
6	11	Dentsu Media	Japan National Tourism Organization Malaysia	10.3	Bridgestone India	9.7	91
7	4	Initiative	Reckitt Benckiser Asia(6 markets), Suntory Cerebos Asia(5 Markets), BGC Australia	10.1	McPherson's Australia	9.3	22
8	5	Vizeum	AFL Australia, Reckitt Benckiser Thailand, Easy Buy Thailand	7.6		7.6	28
9	8	Starcom	The Study Group Australia, MYOB Australia, Lifestar Thailand	7.8	FlyDubai Global	5.8	37
10	9	MEC	island2island Australia, Trinity Hong Kong, Grab(Digital) Thailand	7.3	EDB Singapore	5.1	68
11	12=	Havas Media	GoBear APAC, Philips Lighting APAC, Universal Music Group Australia	5.4	JDE Thailand	2.1	48
12	12=	Maxus	OLX India, OCBC Bank Singapore, Danone Nutricia Australia, Tata Motors India	2.9	Acer Indonesia	1.8	9
13	-	Mediavest Spark	Apply Direct Australia, AGKL Australia, EA Australia	0.8		0.8	3
14	15	Universal McCann	VF Group China/Hong Kong/Korea, Tourism Australia Global, Coca-Cola India	12.6	Malaysia Airlines Global	-1.2	43
15	7	MediaCom	AirChina China, Princess Australia, Jolibee China	14.4	Volkswagen Global	-16.7	54
						120.1	777

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.