



2017 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	Telenor Pakistan, KFC Australia Project, National Batteries India Project	48.5	SingTel Singapore	44.0	187
2	2	J Walter Thompson	Honda India Project, Bazar Retail India, P&G Gillette India Project	31.9	China Unicom China	28.1	166
3	3	Isobar	Titan(Digital) Global	27.8	Innisfree Malaysia	27.7	101
4	4	McCann WorldGroup	Feng Huang Jin Rong China Project, Snowbrand (3size) Hong Kong Project,	21.6		21.6	178
5	5=	DDB	Virgin Australia, Dainik Bhaskar's MY FM India	15.8	SilkAir Singapore	13.6	98
6	10	Leo Burnett	Chung Hwa Telecom Taiwan Project, WuQiong Snacks China, Fiat (SI) India	15.4	McDonalds Australia	12.2	84
7	5=	Dentsu	HT Media India, Panasonic India Project, Jones Lang LaSalle Residential India	11.9	Etika - Calpis Malaysia Project	10.8	79
8	7	Publicis	Linen Club India, Indooroopilly Shopping Centre India, Nestlé China Project	10.5	MT Educare India	10.4	92
9	9	Y&R	SilkAir Singapore, Tata Trust India Project, Dutch Lady Hong Kong	9.5	Suncorp Bank Australia	8.4	43
10	8	Saatchi & Saatchi	Caltex Australia Project, Mè Trang Vietnam Project, New Zealand Olympic Committee	8.7	A.O.Smith China	8.3	39
11	11	VML	Info-comms Media Development Authority Singapore, Sony Liv India, Innisfree Malaysia	6.6		6.6	15
12	12	FCB	Desaru Coast Hotels & Resorts Malaysia, RHB Bank Malaysia	4.3		4.3	9
13	14	Cheil	China Unicom China, FAW-Volkswagen Brands China, JK Helene Curtis(digital) India	3.6		3.6	3
14	13	MullenLowe Group	Motilal Oswal Financial Services India, Micromax India, Bajaj Finance India	4.3	Cash Converters Australia	3.0	34
15	16	M&C Saatchi	Etika - Calpis Malaysia Project, D'yana Malaysia, SGMW auto 510 model China	3.5	Menulog Australia	2.1	4
16	15	BBH	SingTel Singapore, BookMyShow India	3.1		1.6	2
17	18	Havas Worldwide	Emirates Airlines Indonesia, Indonesia Stock Exchange Indonesia	0.6		0.6	2
18	20	Grey Group		0.0	Telecom Client Malaysia Project	-0.5	0
19	17	TBWA	PT Bank Permata Indonesia, Beyondblue Australia, Modern Food Enterprises India	1.0	Ooredoo Myanmar	-0.6	3
20	19	BBDO	PN Rao India, Beyondblue Australia, AIA Project Singapore	0.7	Virgin Australia	-0.9	3
						204.9	1,142

2017 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / May 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	2	Mindshare	Yum! China, Diageo Greater China, PT Quipper Indonesia	45.7	Kwang Yang Moto Taiwan	43.6	60
2	1	dentsu X	Car Client China	27.4	Australian Pork Australia	27.0	65
3	4	Carat	British Council Hong Kong, EGAT Thailand Project, SCG Corporate Thailand Project	23.0	Sony India	20.5	156
4	3	MediaCom	Burt's Bees China, New Zealand Labour Party New Zealand, Yanghe Spirits China	24.6	SM Malls Philippines	18.0	36
5	5	MEC	Blibli Indonesia, Huawei Technologies Sri Lanka, Stylerunner Australia	17.3	British Council Hong Kong	11.0	56
6	6	Havas Media	Emirates Global, Food Panda India, Al Mawten UAE	10.0	Schneider Electric(Digital) Malaysia	9.8	53
7	7	Zenith	Citrus Pay and LazyPay India, L'Oreal Vietnam Digital and Search , FWD Thailand Project	8.8	Food Panda India	6.7	10
8	8	OMD	Wyeth Nutrition Hong Kong, NR Group India, Acecook Vietnam	8.7	Standard Chartered Bank Singapore	6.3	59
9	9	Vizeum	YOOX Hong Kong, Deedo Fruit Juice Thailand, Dipper Lollipop & Flip Pop Thailand	6.2	Colors India	5.9	55
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	14	Universal McCann	SSP Japan, A Team Japan, Nomura Securities Japan Project	5.8	Philam Life (Philam Vitality) Philippines	3.0	42
12	12	Initiative	Sony India, Mengniu Chunzhen China Digital, PEET Australia	3.8	Kia Motors Australia	2.7	30
13	11	Blue 449	Vivo Philippines, Philam Life (Philam Vitality) Philippines, SCPG Asia Pacific (Perla) Philippines	2.2		2.2	14
14	13	Mediavest Spark	Bel Groupe Australia, TGP Pharma Philippines, Heineken Japan	1.0	Shakeys	0.5	4
15	15	Starcom	Home Timber and Hardware Group Australia, Bangkok Life Assurance Thailand, Luminous India	2.3	Genesys Energy New Zealand	-0.5	10
						160.0	683

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.