



2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 2018

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	National Council of Social Services Singapore, Chumbak India, ERG China Project	55.1	Amway Artistry China Project	54.8	144
2	2	Publicis	AXA Hong Kong Project, Luzhou Old Cellar China, Diageo China	36.2		36.2	68
3	5	J Walter Thompson	ASUS Global, NetEase China, MQDC APAC	30.2	Edgewell Global	25.7	75
4	3	Leo Burnett	WeBank China, ChungHwa Telecom Taiwan Project, Samsonite Hong Kong Project	21.8		21.8	117
5	6	Isobar	SANA Namerakahonpo Thailand	21.5		21.5	114
6	4	DDB	Hindware's Moonbow India, New Zealand Steel Project, TNA - CISCO China Project	22.5	Starhub Singapore	20.5	74
7	10	Dentsu	Smart Communications Philippines Project, PLDT Philippines Project, Honda Thailand Project	16.8	HP Japan Project	15.8	91
8	8	McCann WorldGroup	Resolve Finance Australia Project, Apollo Pipes India, Shenzhen Happy Valley China Project	11.6	Reebok India	11.3	94
9	7	Saatchi & Saatchi	Fiji Tourism Global, Macro China, Patanjali India	10.5		10.5	28
10	9	Havas Worldwide	Chatime Australia, Red Bull Flugtag Australia, Ikea Japan Project	8.7		8.7	14
11	12	TBWA	UNIQLO China, Intel India, Du UAE, SA Tourism Australia, Amazon Australia	9.9	Foxtel Australia	7.4	9
12=	11	Publicis Groupe	Campbell Soup Global	6.0		6.0	1
12=	13	Digitas	Unilever China Digital Project, Nike China Project, Samsung Australia Project	6.0		6.0	30
14	15	Y&R	GNC vitamins China, BDMS Thailand Project, Quick Chicken Indonesia, SBI India	7.5	Menulog Australia	4.5	18
15	16=	VML	Pfizer Australia, Apollo Tyres Singapore, Grab Food Malaysia	4.0		4.0	25
16	19=	MullenLowe Group	Edgewell Global, Crust Pizza Australia, Tesco Malaysia	4.2	Macquarie University Australia	3.7	7
17	14	R/GA	Wine Australia, NRL Australia, Shiseido Japan Digital	3.6		3.6	4
18	16=	Grey Group	Bose Global, Generali Asia, Carlsberg's Tuborg China	4.0	Hotels.com Asia	2.9	3
19	18	FCB	Bisleri Fonzo India, SASA Malaysia Project, Daekyo Malaysia - EyeLevel Malaysia Project	1.3		1.2	4
20	19=	M&C Saatchi	Jack Daniels Australia, Axiata Group Malaysia, Byton electric car China	0.5		0.5	3
						276.3	1,022

2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Asia Pacific / Apr 2018

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	5	Carat	Microsoft Global, Kubota Thailand Project, British Council India	29.2	LEGO Thailand	28.4	92
2	1	Wavemaker	Lianjia China, Union Pay International China, Amore Pacific Hong Kong	30.1	Wipro Consumer Care India	20.1	66
3	4	PHD	HSBC Global, Hong Kong Jockey Club Hong Kong, Oppo Mobile(ATL) Philippines	19.6	Diageo Hong Kong	17.2	33
4	3	Universal McCann	NCSS Singapore, LGT Private Banking Singapore, Australian Fed Gov Australia	14.4	Wellcome Hong Kong	12.4	20
5	2	Vizeum	Taisho Pharmaceutical Indonesia, Internet Provider Indonesia, SnailWhite Gold Thailand	12.0	Simplot New Zealand	11.8	56
6	18	dentsu X	Car Client Australia	20.8	Australian Fed Gov Australia	11.2	82
7	10	OMD	Telstra's Belong Australia, Mazda (Mazda 2 and CX#) Australia	10.5	SCG Thailand	8.5	32
8	6	Havas Media	Netmeds.com India, Sun Rice Australia Project, GAC Triumphchi China	7.0	Le Minerale Philippines	6.1	22
9	7	Zenith	Didi Australia, Ixigo India, Pierre Fabre China	7.3	Future Motors-Product Hong Kong	5.2	15
10	9	Spark Foundry	Marriott Global, Khumo Tyres Australia, 7Travel Australia	4.1		4.1	9
11	-	WPP(Team Energy)	BP Global	3.0		3.0	1
12	16	M2M	Hyundai Australia, Republic Biscuits Corp Philippines, MSIG Insurance Singapore Project	2.7		2.7	3
13	13	MediaCom	Bose Global, PT Hartono Istana Technology Indonesia, PT Mayora Indah Tbk Indonesia	2.1	NCSS Singapore	1.2	10
14	12	Blue 449	Perfetti China, Australian Super Australia	2.4	Telstra's Belong Australia	0.9	3
15	8	Mindshare	DAZN Japan, Saloni Oil India, Hindware India	12.3	HSBC Global	0.7	60
16	14	M/SIX	Telekom Malaysia (unifi) Malaysia	0.5		0.5	1
17	17	BPN		0.0		0.0	0
18	15	Essence	Tigerair Australia	0.2	DAZN Japan	-0.3	1
19	11	Initiative	SZN Entertainment Taiwan Project, LEGO Thailand	2.2	Hyundai Australia	-0.4	22
20	19	Starcom	Salesforce Japan, SRL Diagnostics India, Singha Estate Thailand Project	2.5	Carabao Dang Thailand	-7.1	22
						119.7	561

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.